35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 15, 1961

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EXCLUSIVELY... SPOT RADIO

"*CREAM OF WHEAT" cereal utilizes the efficiency and flexibility of spot radio for increasing its total share of the hot cereal market.

Why? . . . Because spot radio sells the cereal market at just the right times and in just the right market areas.

Spot radio, the exclusive "Cream of Wheat" advertising medium,can work for you too . . . your H-R man will sell you now.

*Through BBD&O, Minneapolis

HR Representatives Inc.

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV Critic

(MALICE IN WONDERLAND)

#5 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc . Los Angeles. California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf NB tv

316,000 watts NB network color CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

Prime Target: DECISION MAKER (In Baltimore!)

The young mother above is a DECISION MAKER. In most cases—it is she who decides WHAT and WHERE to buy. Food, clothing, items for a growing youngster, a new car, a new home, time and money-saving services—all come under mother's scrutiny as the budget-wise administrator of family finances.

Mothers are typical of the WCBM Adult-Level Audience—DECISION MAKERS who are *prime targets* for your sales message—on the station they listen to most—WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE
10,000 Watts on 680 KC & 106.5 FM, Baltimore 13, Md.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Get the LION'S share...

...of the Dallas - Ft.Worth market with Channel 4

KRLD-TV reaches more homes in the great Dallas - Ft. Worth market than any other station.

The March 19, 1961, Nielson Station Index shows KRLD-TV's average number of homes reached per quarter-hour in the six summarized time periods to be 42.2% greater than Station B, 55.4% greater than Station C and 183.3% greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

NAB breakaway?

Portents of "rump" movement looking for creation of protective association of broadcasters growing out of dissatisfaction with position taken by NAB's new president, LeRoy Collins, were seen shortly after adjournment last Wednesday. Dissident broadcasters contended NAB was taking threats of FCC's new chairman, Newton N. Minow, lying down.

While there were clear signs of dissatisfaction press time Friday, no movement had been mounted. There was some conversation of "special convention" of dissatisfied broadcasters if affirmative steps were not taken promptly to resist what was felt to be NAB inertia.

Post-Minow gloom

In wake of last week's bombastic NAB convention came gloomy observations on both radio and tv station values. There was also notion that broadcasters would be spending vastly more for hearings and litigation if FCC implements Minow program. Station values, experts said, will drop if more properties go on market. And many broadcasters openly observed that they might find it advantageous to dispose of their properties and go into business with less headaches and better profit potentials.

White House liked Minow

Bombshell delivered to NAB delegates by FCC Chairman Newton N. Minow was not sent to White House in advance or cleared by Administration. It's reported, however, that reaction from 1600 Penna. Ave. was "most favorable" with complete backing for chairman's views. Chairman's ultimatum was principally work of Mr. Minow himself and his chief assistant, Tedson J. Meyers, former ABC attorney.

3-Ms seek stations

Minnesota Mining & Manufacturing Co., which has been in broadcasting since April 1960 when it bought Mutual network, has begun active search for radio stations to buy. Mutual owns no stations. 3-Ms has decided that owned stations would bolster clearances and broadcast profits.

Back again

Persistent man is James V. Bennett, federal director of prisons. He started fight against *The Untouchables* months ago, claiming Prison Bureau officials were maligned in Al Capone segments. Play had been taken away from Mr. Bennett when Italian-Americans charged in to de-latinize names of characters. Tomorrow (Tuesday), however, Mr. Bennett continues his campaign; he's set to meet with all FCC commissioners to discuss crime program.

Hold her, Newt

FCC will not find it easy to hold renewal hearings in field to allow local citizenry to air gripes. While there's nothing legally to prevent Commission from holding local hearings, it's question of how long its money will last and whether it can get special funds for this purpose. Indications are it won't. FCC's present budget of $12 million would have to be tripled, at least, to enable it to hold field hearings on all renewals.

No less personage than Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee last week expressed misgivings to constituent broadcasters about this phase of Minow crusade. Senator Magnuson also is chairman of Subcommittee on Independent Offices Appropriations before which FCC would have to take its case.

Standby censorship

Although Kennedy administration has backed away from notion of invoking voluntary censorship (story page 27), its interest in subject has not evaporated. Government officials met last week with Byron Price, who headed World War II Office of Censorship and is now living in retirement. Meeting resulted in decision to update stand-by code of voluntary censorship which has been on books since 1958 (BROADCASTING, May 8).

British ad tax

British program contractors have advised their customers that recently-imposed 10% excise tax on all tv advertising will be passed along to them. Duty will be added to all invoices after May 1, subject to adjustment if government amends new law. Program companies are responsible for collecting duty and passing it along to government.

Big push on etv

Several "crash" programs now are being pushed in FCC's Broadcast Bureau under direct mandate of Chairman Newton N. Minow. One getting top priority is staff document on ways of securing vhf educational tv in New York and Los Angeles. Staff's work is scheduled to be presented this week with special meeting on subject called by chairman for next Friday (May 19).

Automators' plight

Rosy glow that filled hearts of exhibitors of automation equipment at intense interest of broadcasters in their "A" automatic gear faded to pale green when they began hearing broadcasters' reactions to FCC Chairman Minow's speech. Operations' thinking was that if FCC wants more local and live programming—even though he was talking about tv—maybe they better not invest too heavily in complete automation.

Cheaper etv network

Interesting project that National Educational Television & Radio Center is exploring involves economical way of interconnecting its 51 etv affiliates into network that would hold down distribution costs. NETRC is looking into possibility of using telephone company facilities in "off hours" (11 p.m.-3 a.m.) and having affiliates tape programs for use following day. All stations are, or soon will be, equipped with tape recorders.

Separation of functions

Although he didn't say so in his formal speech or even in his answers at the NAB-FCC forum last week, Mr. Minow espouses a separation of functions at FCC. He feels FCC can't act as both administrative and judicial body. He would prefer to see purely administrative commission, with judicial functions handled by appellate board or court not unlike that which functions in aeronautical field.

Just when Mr. Minow will officially declare his views isn't indicated. More than likely he will do so at hearing before one of congressional committees, or possibly in recommendations to President Kennedy. He has told confidants that almost with each passing week he sees greater need for separation of functions, both because of FCC work-load and necessity of maintaining delicate balance.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

America is a young place that never had an adolescence. From the sunny, July morning in Philadelphia when those men from the 13 Colonies signed Mr. Jefferson's document, we have been a world power facing adult problems.

The world has grown smaller. The power greater. Scales have tipped. Now our smallest action stirs a schoolroom in the Himalayas, echoes down a rural road in Africa, rouses a political meeting in . . .

Wherever peace and freedom are an issue, we are too. But what do others think? Are we a tyranny or final hope? Friend or blundering giant? Thomas Jefferson's ideal or a materialistic dealer? What do they think?

The CBS Owned Radio Stations recently brought fresh air to this question in a series of four programs called "The Anatomy of Freedom." To see ourselves as the new generations in Asia, Europe and the rest of the world see us, WCAU—CBS Radio in Philadelphia — commissioned Dr. William W. Tomlinson, Vice President of Temple University, to circle the globe and seek out the views of men and women of stature both in the United States and abroad, who are aware of the danger to free men everywhere should America falter in its course under the soft oppression of indifference and neglect.

The manager of each of the seven CBS Owned Radio Stations across America personally introduced the first broadcast on his own station. CBS news analyst, Robert Trout, was narrator for the series. What we heard was not all pleasant:

"I must admit that America hasn't so much spiritual appeal—spiritual attraction—to the young people in general in Japan . . ."*

". . . I believe that I express the Asian point of view when I say, that to us—what is important is not so much which nation sends the first rocket to the moon . . . to us, what is important is, which nation organizes its house best . . . and shows respect for the fundamental human values more than any country. That to us is the nation that will lead, and should lead and must lead the world."**

These ideas were aired on "The Anatomy of Freedom" over the CBS Owned Radio Stations. Idea broadcasting that keeps the air fresh with adult, informative programming. Which is why people really listen to

THE CBS OWNED RADIO STATIONS: WCBS NEW YORK, WBBM CHICAGO, KNX LOS ANGELES, WCAU PHILADELPHIA, WEEI BOSTON, KCBS SAN FRANCISCO, KMOX ST. LOUIS

*DR. KAORO MATSUMOTO, PROFESSOR OF POLITICAL HISTORY AT WASADA UNIVERSITY, ON "THE ANATOMY OF FREEDOM." **PHILIPPINE AMBASSADOR CARLOS P. ROMULO, ON "THE ANATOMY OF FREEDOM."

WEEK IN BRIEF

It's all over, folks. There hasn't been so much to talk about at an NAB convention, or after adjournment, in 20 years; or so much pot-shooting at broadcasters. Most everyone got into the act, including NAB's head, Gov. LeRoy Collins, and FCC Chairman Newton N. Minow. President Kennedy delivered an important address on communications and the right of the people to know. He introduced America's astronaut, Comdr. Alan B. Shepard Jr. See . . .

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LEE URGES AM FREEZE . . . 84

Time is limited as Capitol Hill considers proposals to reorganize federal agencies, since White House plans go into effect within 60 days unless opposed. James M. Landis, JFK adviser, heard by Harris group. See . . .

LANDIS ON HILL GRILL . . . 92

All's not perfect in government, either. Chairman Harris will hold hearings June 6-9 on legislation to halt backdoor peddling of influence on the FCC and other agencies, and to stop off-the-record shenanigans. See . . .

HARRIS ETHICS HEARINGS . . . 94

From Phoenix, Ariz., to Keene, N. H., and on to the African bush and India. There you have Main St. USA, taking the electronic perspective, according to U. S. Information Agency and Voice of America. See . . .

MAIN STREET USA GETS LONGER . . . 97

Sentiment still seeps into the American way of life, and the Home Testing Institute's study (TvQ) for April seems to prove it as "Sing Along With Mitch" is a favorite even if it hasn't the highest numbers. See . . .

MITCH SENTIMENTAL FAVORITE . . . 107

The styles for consumer electronic equipment were displayed by RCA last week, based on prototypes. Pocket-size color tv sets and other versions of chromatic video were displayed as well as tricky stereo. See

RCA'S STYLES OF FUTURE . . . 99

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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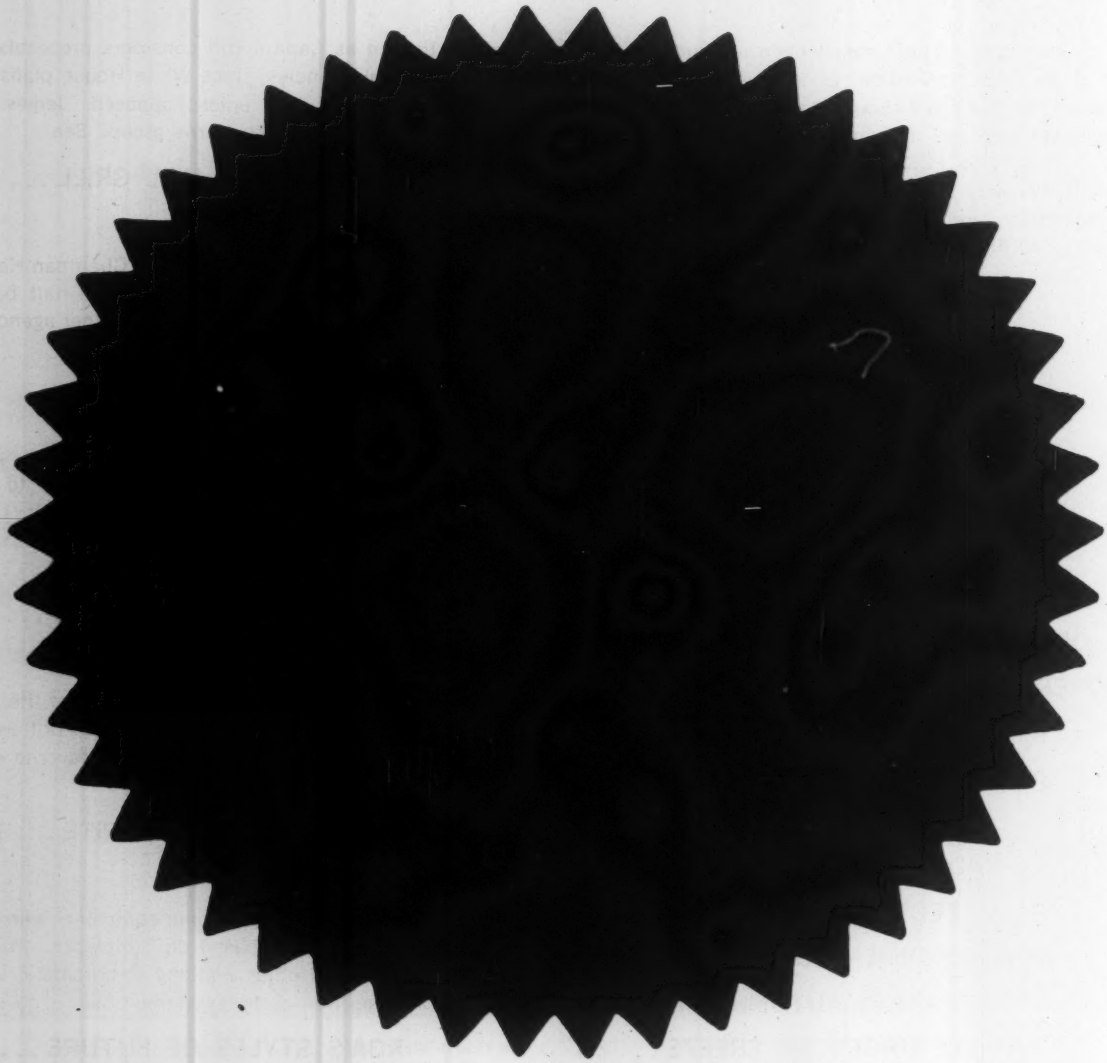


Most stations have awards. Some organizations hand out awards to ALL stations whether they earn them or not. But the Omaha Area Radio/TV Council is not one of these gift-award organizations. Instead it honors Omaha television stations for outstanding L O C A L programming. The Council judges stations they live with every day. Members vote to select the best local programs they have seen. Last week KMTV earned 13 of the Council's 16 Gold Frame Awards for 1961. The categories were News, Education, Religion, Children and Youth, Sports, Public Service, Classical Music, Non-Classical Music and Special Programs. The Omaha Area Radio/TV Council has been making awards since 1957, and in those five years KMTV has earned 31 Gold Frames. The other Omaha stations combined have earned nine. In experience, programming, ratings and acceptance by viewers, a station is as good in New York as it is in the home town. Petry can give you even more reasons why **KMTV-3 IS BIG IN OMAHA AND LINCOLN.**

Talk not unfair, says FCC's Minow

FCC Chairman Newton N. Minow said last Friday (May 12) that his speech earlier in week at NAB convention (see story, page 58) contains nothing unfair to broadcasting industry. He said he appreciates criticism but would like to have it directed more "to what I said and not what I am."

He said no one has challenged validity or merits of his position and he welcomes opportunity to discuss substance of his position individually with broadcasters. FCC chairman said he has been praised privately for his position by many broadcasters but that same men publicly condemned his Tuesday speech.

Mr. Minow made his remarks to newsmen in studios of WTOP-TV Washington immediately after taping program, *Washington Conversation*, aired yesterday (Sunday) on CBS-TV (12-12:30 p.m., EDT). During interview by CBS-TV's Paul Niven, Mr. Minow said he was surprised by tremendous reaction to speech because he said nothing he had not expressed before publicly. He reported "friendly response" to his talk in Congress.

Industry should make its own improvement of programming from within, Chairman Minow stated, in again disavowing any intention of censorship. He praised leadership of NAB President LeRoy Collins.

Color tv has "a very bright future," FCC chairman said and predicted all programming will be in color within next 10 years. He saw "hopeful trend" for advertisers to sponsor more and more public affairs in future and said he is opposed to idea of government-supported educational tv network.

Minow draws reactions from McGannon, Rogers

Two group operators commented May 12 on FCC Chairman Newton N. Minow's speech to NAB convention.

Donald H. McGannon, president of Westinghouse Broadcasting Co.: "It has focused all our attention on the critical issue—What are the measurable standards of the qualitative tv program? This involves mutual examination and expression from the FCC, critics, public, broadcasters and intellectuals."

Lawrence H. Rogers II, operations vice president of Taft Broadcasting Co.: "In response to Chairman Minow's challenge to our creativity we will increase the tempo of our original programming on all stations. As a first step we will increase the significance of tv programs for children in the area of news and special events. By June 5 each Taft station is directed to start a special daily news program in the 5 p.m. area, with visual aids and interpretation. We will approach the same subject in radio."

Minow's mailbag

FCC Chairman Newton N. Minow has received almost 800 letters and telegrams from the public following his speech at the NAB convention. All but two, an FCC source said Friday, complimented him for his stand.

Branham leaving radio-tv, Campbell plans new firm

Branham Co., New York, which has been functioning as both newspaper and radio-tv representative, reported last Friday (May 12) it is relinquishing its broadcast division at end of June, and new organization will be formed by present broadcast personnel of Branham. Thomas B. Campbell, Branham vice president, will become president of radio-tv representative company. New name and change in business address will be announced later. Branham Co. will continue in newspaper representation business.

AB-PT's stock drops

ABC-Paramount Theatres dropped from 57⅜ on Monday (May 8) to 54¼ on Friday (May 12) on New York Stock Exchange following FCC Chairman Newton N. Minow's speech criticizing tv programming. RCA stock rose slightly during week, while CBS Inc. was off by ¾. ABC-Paramount Theatres closed at 57⅜ on Monday, 56¾ on Tuesday, 55½ on Wednesday, 54½ on Thursday and 54¼ on Friday. Corresponding closings for RCA were 64, 64⅝, 64⅛, 64⅞ and 64⅞; CBS Inc.'s were 39¾, 39⅞, 39¾, 39⅝ and 39.

NLRB finds against WINS

WINS New York was directed May 12 by National Labor Relations Board not to refuse to bargain collectively with International Brotherhood of Electrical Workers; not to modify holiday wage rates and not to restrain employes in self-organization. Board ordered station to restore sums ranging from $18.50 to $37 to 14 employes for loss of holiday pay. Order was based on stipulation by station and union.

Airborne etv to begin in Midwest this week

After technical delays since mid-January, Midwest Program on Airborne Television Instruction begins on air experimental programming today (May 15) with service to six-state midwest area including potential in-school audience of five million children in 13,000 schools.

Test pattern runs last week showed effective coverage radius ranging 150-200 miles. Operating from Purdue U., MPATI is using special plane to transmit video tape programs on uhf chs. 72 and 76. Educational station WTTW (TV) Chicago (ch. 11) also will carry Monday-through-Thursday morning schedule, to run through June 1 with regular programs to start in fall.

Senators ask testimony from four network heads

Heads of four major networks have been invited to appear before Senate subcommittee considering legislation to regulate and finance political campaigns.

Chairman Howard W. Cannon (D-Nev.) of Senate Elections Subcommittee, said Friday officials will be questioned on proposal that stations be required to grant free time to political candidates.

Industry officials invited to testify are NBC Chairman Robert Sarnoff, CBS President Frank Stanton, ABC President Leonard Goldenson and MBS President Robert F. Hurleigh.

Hearing was recessed Friday with no date set for resumption.

Directors get network offer

Radio-tv networks made what they consider their "final contract offer" to Directors Guild of America last Friday (May 12). DGA officials told network negotiators they would consider proposal and give their reply in one week. Details of offer were not available. DGA's contract expired last Dec. 31, but members have remained on job pending completion of negotiations.

Conelrad alerting test

First test of new Conelrad alerting system via AP and UPI teletype cir-

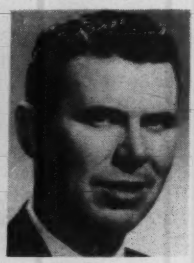
more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Welch

Mr. Coyle

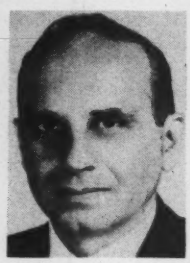
Mr. Vitriol



Mr. Cantwell

Jack Cantwell, Douglas Coyle, Herbert Vitriol and **Barrett Welch,** vps and management supervisors of Sullivan, Stauffer, Colwell & Bayles, N. Y., elected senior vps. Promotion of four executives, all of whom have top-level account responsibilities, brings number of senior vps at SSCB from two to six. Mr. Cantwell, formerly vp and management supervisor of Compton Advertising, N. Y., joined SSCB last fall. Mr. Coyle had been vp and account supervisor of Kenyon & Eckhardt, N. Y., before moving to SSCB in December 1958. Mr. Welch, on SSCB staff for 12 years, formerly was director of marketing and research of Foote, Cone & Belding, N. Y. Mr. Vitriol has been with SSCB nine years and earlier was vp, marketing research and media, of Grey Adv., N. Y.

Jules Bundgus and **L. E. Miller** join Ted Bates, N. Y., as senior tv supervisor on Colgate-Palmolive account, and as vp and account supervisor on C. Schmidt & Sons (ale and beer) respectively. Mr. Bundgus, who was formerly vp and director of radio-tv, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., also served Lennen & Newell, that city, as supervisor of network tv programs. Mr. Miller was formerly vp, director and account supervisor at J. M. Mathes, and senior vp and management account supervisor at Lennen & Newell.



Mr. DePierro

Anthony C. DePierro, vp in charge of media, Geyer, Morey, Madden & Ballard, N. Y., elected to board of directors. Mr. DePierro rejoined GMM&B last year as vp and was appointed to media post in July 1960. His earlier association with agency was in 1948-52, as vp and media director, position he also filled at Lennen & Newell, N. Y., during 1952-59. Mr. DePierro was media director at Buchanan & Co. for four years, and before that, from 1940 to 1944, director of research and media at Paris & Peart.

Vincent J. Daraio, vp, Hicks & Griest, N.Y., placed in charge of radio and tv, succeeding **Theodore J. Grunewald,** senior vp, who will concentrate on management responsibilities for group of accounts. Mr. Daraio joined Hicks & Greist in 1954 as timebuyer and became vp last October. He is food account supervisor and retains that assignment. Mr. Grunewald, one of agency principals, became senior vp last year.

Resignation of **Edmund C. Bunker,** corporate vp in Washington of CBS Inc., and appointment of **Theodore (Ted) F. Koop** as his successor, will be announced shortly by President **Frank Stanton.** Mr. Bunker on May 15 will join Basic Products Corp. of Milwaukee, as executive vp of its Froedtert Malting Division. Mr. Koop, for past three months general manager of CBS' corporate office in Washington under Mr. Bunker, had transferred from CBS News Washington. He is veteran of 13 years with CBS News and prior to that had been with *National Geographic* Magazine and with Associated Press as news editor of Washington bureau. Mr. Bunker in his new post, returns to Milwaukee, where he had been manager of uhf station WXIX under CBS ownership from 1954 to 1957. He is veteran of 12 years with CBS in various sales and executive capacities. As executive vp of BPC's Froedtert Malting Division he will be in charge of national sales and operations of firm which produces malt for national breweries and is engaged only in wholesale field.

Mr. Koop

Mr. Bunker

For other personnel changes of the week see FATES & FORTUNES

cuits was scheduled to take place yesterday (May 14) with 4,500 am, fm and tv stations involved. This is first of weekly shakedown tests using new links for alerting broadcasters. System is expected to become permanent after July 1, when present telephone hot line from Colorado Springs air defense command to 450 key Conelrad stations is superseded by AP-UPI circuits.

WSOK sold for $221,000

Sale of WSOK Savannah, Ga., was announced Friday, subject to FCC approval. Station was sold by Albert T. Fisher Jr. to Joe Speidel III for $221,000 gross price. Mr. Speidel owns WOIC Columbia, WPAL Charleston, WYNN Florence and WWBD Bamberg, all South Carolina. WSOK is 250 w on 1230 kc. Broker was Blackburn & Co.

Bennett's network bill

Bill empowering FCC to license and regulate tv networks was introduced by Rep. John B. Bennett (R-Mich.), ranking minority member of House Commerce Committee.

Under bill (HR 7003), networks would be required to "provide balanced program structure." Another provision would prohibit networks from restricting stations in their use of programs from other sources.

Measure is identical to one Rep. Bennett offered in last session.

Tuckersharpe to D&C

U. S. Tobacco has assigned advertising for new subsidiary, Tuckersharpe Pen Co., Richmond, to Donahue & Coe Inc., N. Y. Parent company recently appointed Donahue & Coe to handle several of its tobacco products. Media plans for Tuckersharpe will be announced after completion of market studies involving consumer pen and pencil preferences. Radio campaign for tobacco products is expected to break soon.

Turning an idea into reality — that's the creativity that distinguishes each Jefferson Standard radio & television station. The first station in the south to televise open-heart surgery (in prime evening time) was Charlotte's WBTV. An alert refutation of Radio Moscow propaganda is originated by WBT Radio and supplied to 14 major U.S. radio stations. WBTW created & telecast an illuminating program on medical use of hypnosis. In programming, public service, selling, creative action is standard with the Jefferson Standard stations. One reason why each is the audience leader in its area. One reason why...

Jefferson Standard stands out in creative circles

Picture of Success!

Sergeant Bilko and his platoon continue to be the biggest comedy click in all syndication.

The latest developments: five-star ratings in markets coast-to-coast (138 areas sold to date!) including Knoxville (24.5), New York (18.2), Columbia (48.0), Shreveport (23.9), Norfolk (24.1), Rapid City (48.7), St. Louis (15.8), Bangor (24.1). And a regiment of v.i.p. sponsors: Coca-Cola, Ronzoni, Dial Soap, New York Telephone, Gallo Wines, American Stores, Anheuser-Busch, Brylcreem and others.

Positive sales action in your area? It's a snap! Order 138 Bilko half-hours from CBS Films

"... the best film programs for all stations." New York, Los Angeles, Chicago, Detroit, Boston, St. Louis, Atlanta, Dallas and San Francisco. Canada: S. W. Caldwell Ltd.

Source: Latest Nielsens

YOU CAN QUOTE ME . . .

"We select the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because they offer the big three—programming, audience, promotion . . . all important to an advertiser and agency in wrapping up a SWEL time package with MY-T-FINE results!

Jeanette LeBrecht

Jeanette LeBrecht,
Vice President, Media
Grant Advertising, Inc.,
New York

Call your
WLW Representative . . .
you'll be glad you did!

WLW-D Television Dayton
WLW-T Television Cincinnati
THE CROSLEY GROUP
WLW-I Television Indianapolis
WLW-A Television Atlanta
WLW-C Television Columbus
W L W Radio

Crosley Broadcasting Corporation,
a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 1-31—**National Radio Month.**

May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

*May 17—**New Jersey Broadcasters' Assn.,** spring meeting. Rutgers U. Luncheon speaker: Dr. Mason Gross, Rutgers president. Panel discussion of "Program Problems in Relation to Current FCC Policy and Procedure," with Robert M. Booth Jr., president Federal Communications Bar Assn.; Howard Bell, NAB vice president, and Tom Wall, Dow, Lohnes & Albertson.

May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

May 20—**California AP Tv & Radio Assn.,** annual meeting. Paso Robles Golf & Country Club, Paso Robles.

May 20-24 — **Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

TvB Sales Clinics

May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

JUNE

June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

*June 8-10—**Western Assn. of Broadcasters,** annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

*June 9-10—**Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

*June 11-14—**Assn. of Industrial Advertisers,** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

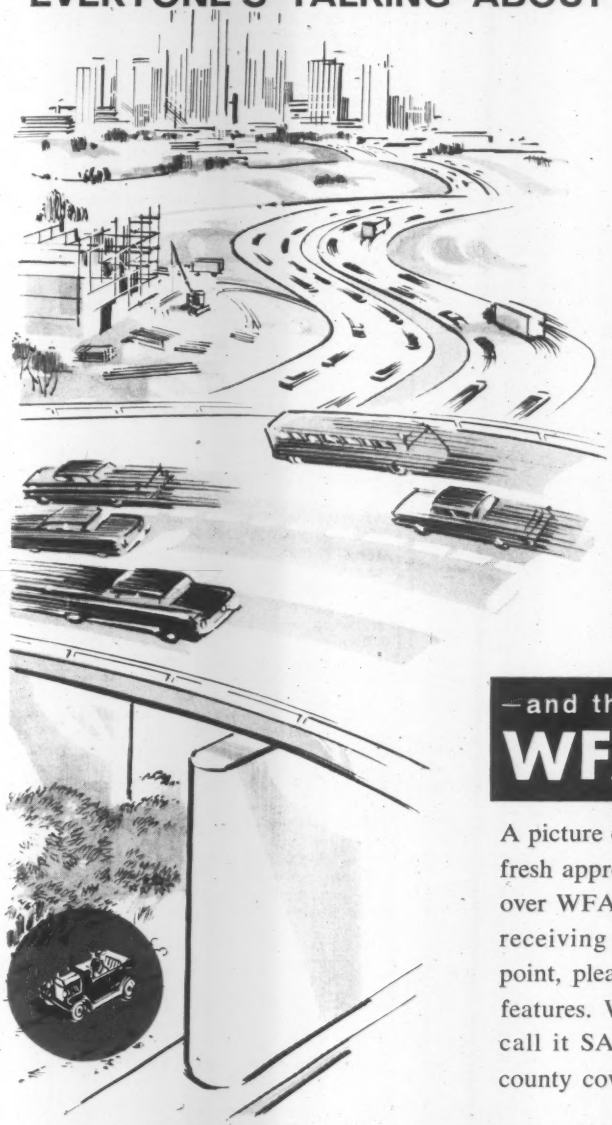
June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,**

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on

WFAA · 820 · RADIO

A picture of contrasts . . . and one that certainly applies to the fresh approach to good radio now beamed to all North Texas over WFAA-820! The format is completely new and already receiving wide acclaim. *Electronic journalism* is the focal point, pleasantly interwoven with good music and interesting features. We call it . . . "SOUTHWEST CENTRAL"! You'll call it SALES HEADQUARTERS for WFAA's rich 110 county coverage!

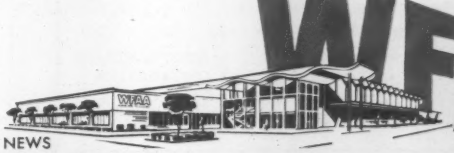
NEWS Complete news coverage from NBC and WFAA every hour on the hour! "Southwest Central" puts the emphasis on state and local happenings.

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



WFAA 820 RADIO DALLAS

BROADCAST SERVICE OF THE DALLAS MORNING NEWS

*of course we're being followed**

K·NUZ

THE LEADER IN HOUSTON • 24 HOURS

FIRST IN NEWS • PUBLIC SERVICE AND PERSONALITIES

***BY 1,825,860 PEOPLE!**

MEMBER OF THE TEXAS QUADRANGLE

NATIONAL REPS. THE KATZ AGENCY, INC.

• NEW YORK • CHICAGO • DETROIT • ATLANTA • ST LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

RAB SALES CLINICS

May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

conference. Hotel Sheraton, Philadelphia.

June 14-16—Virginia Assn. of Broadcasters, annual meeting. Hotel Roanoke, Roanoke.

*June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.,** DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 15-18—Florida Assn. of Broadcasters, annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — American Marketing Assn., national conference. Ambassador Hotel, Los Angeles.

June 19-22—Wayne State U./Radio Corp. of America, invitational television conference. University City, Detroit.

June 20-22 — Catholic Broadcasters Assn. annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-24 — Mutual Advertising Agency Network, creative seminar. Palmer House, Chicago.

June 23-24—Colorado Broadcasters Assn., annual convention. La Court Hotel, Grand Junction.

June 23-24—Maryland-D. C. Broadcasters' Assn., summer meeting. Ocean City, Md.

June 25-29 — National Advertising Agency Network, annual management conference. Broadmoor Hotel. Colorado Springs, Colo.

June 25-29—American Academy of Advertising, annual convention. U. of Washington, Seattle.

June 25-29—Advertising Assn. of the West, annual convention. Olympic Hotel, Seattle.

June 26-28—National Convention on Military Electronics. Sponsored by Professional

33,300 spots monthly

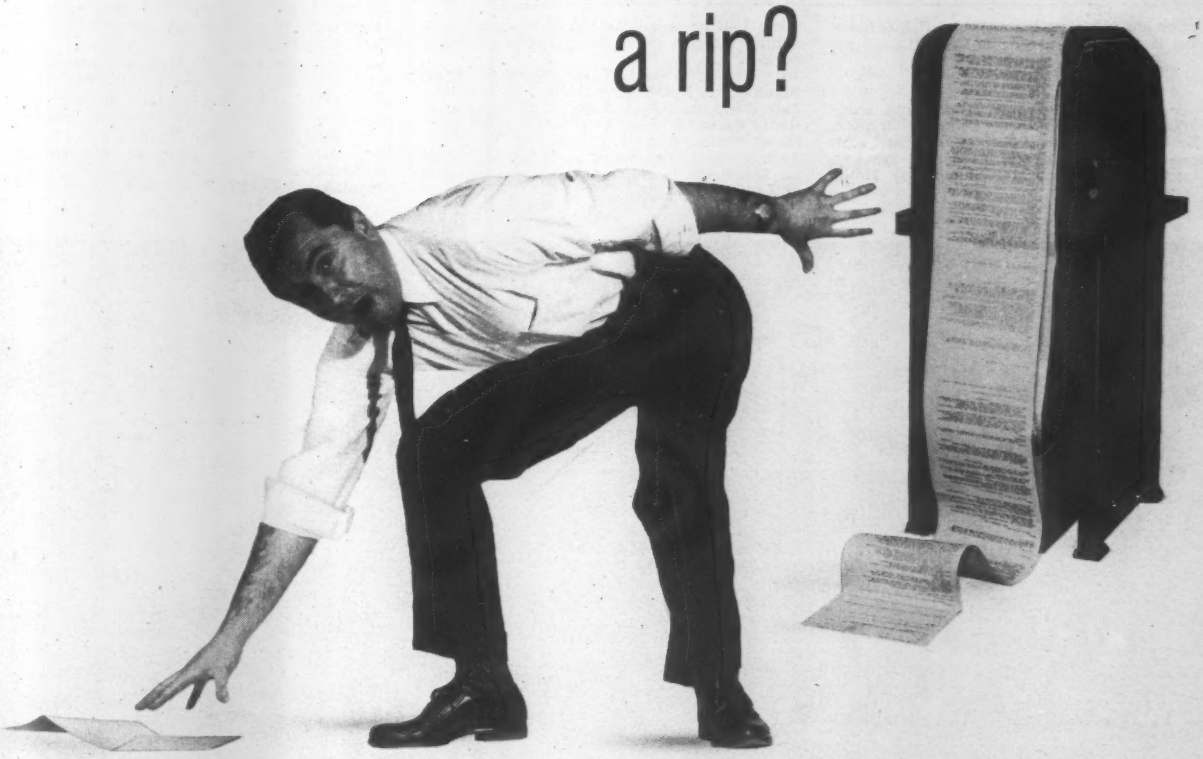
Radio-tv stations are giving a lot of free time to the Armed Forces.

One outfit, the 3502nd USAF recruiting group, reports it receives more than 30,700 free radio spots and more than 2,600 free tv spots per month. The 3502nd covers seven Middle Atlantic states.

The give-aways are not entirely one-way, since the Air Force provides free half-hour and 15-minute shows to interested broadcasters, although it didn't report how often these shows are used.

A possible result of the media campaign has been that the 3502nd has led the six USAF regional recruiting groups for two straight years and currently is leading in 1961.

Anybody hear a rip?



Some folks look down their noses at "rip and read." But if you have to, UPI is your assurance that it's not your britches you're ripping.

United Press International (UPI)

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 15-19, 22-24 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 15-19, 22-24 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 15-19, 22-24 (10:30-11 a.m.) **Play Your Hunch,** part.

May 15-19, 22-24 (11-11:30 a.m.) **The Price Is Right,** part.

May 15-19, 22-24 (12:30-12:55 p.m.) **It Could Be You,** part.

May 15-19, 22-24 (2-2:30 p.m.) **The Jan Murray Show,** part.

May 15-19, 22-24 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 15, 22 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 17, 24 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 17 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 18, 25 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 19 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

May 20 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 20 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 20 (2 p.m.-conclusion) **Major League Baseball,** part.

May 20 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

May 21 (1:30 p.m.-conclusion) **Major League Baseball,** part.

May 21 (6-6:30 p.m.) **Meet the Press,** co-op.

May 21 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

May 21 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—Chicago Publicity Club, 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

*July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

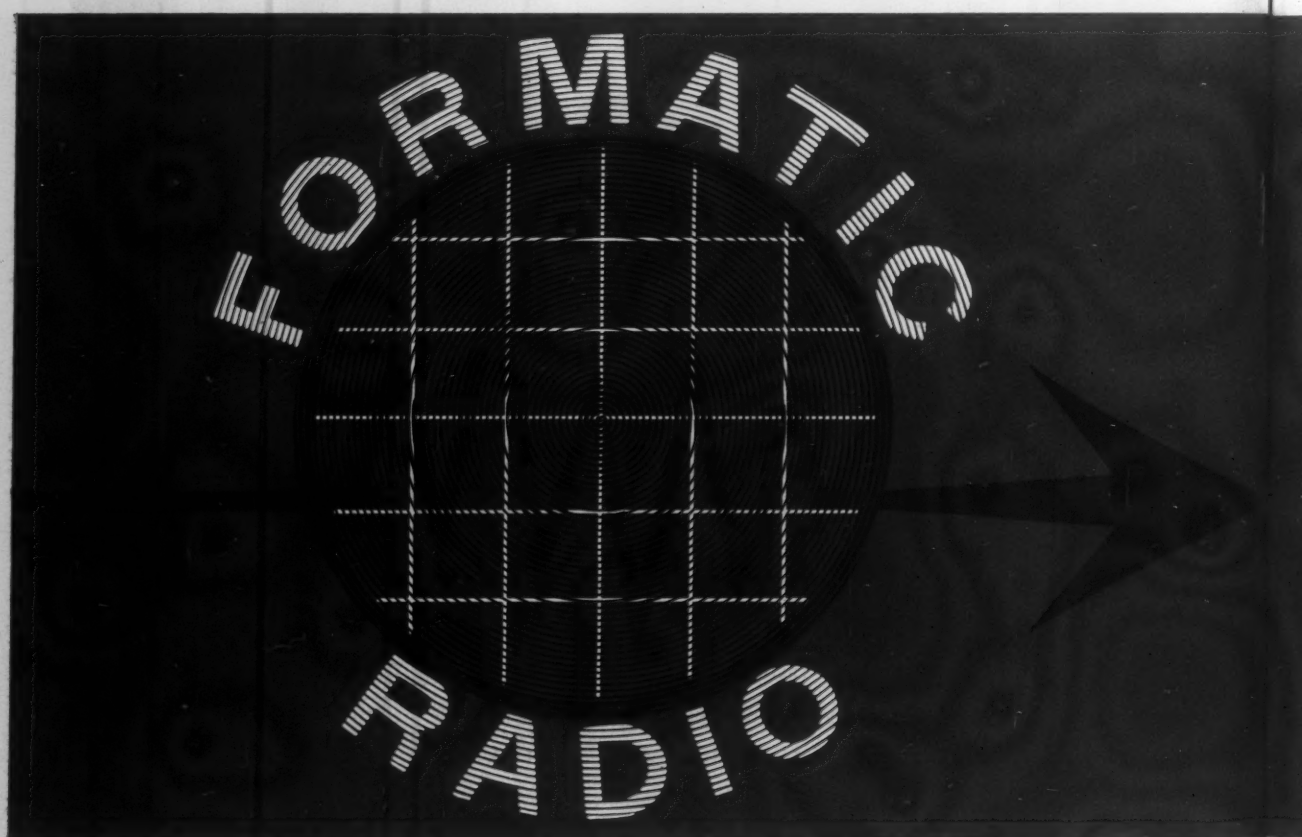
Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.



Everyone pleased

EDITOR: . . . Everyone here was very pleased with the excellent story about our new company (BROADCAST ADVERTISING, May 1). . . . We have heard a number of very fine comments about it. . . . —*Carl M. Post, President, Post & Morr Inc., Chicago.*

In defense

EDITOR: I notice "strong criticism of the FCC for approving transfer of the old KLX in Oakland (now KEWB) to C-C because the transfer allegedly resulted in program changes away from good music and public service to "appalling bad progam quality" and "gypsy radio operation" (and) for editorials allegedly offensive to members of the Catholic faith and the airing of filthy phonograph records (GOVERNMENT, May 1).

. . . I'm sure KEWB runs public service material and as for the music policy, while it might not suit everyone, to my mind it is not at all subject to government regulation. I am not usually offended by "top 40" music and would no more term it filthy than I would the seduction and adultery plots of many operas I've heard broadcast. I'm sure KEWB's editorials were no more offensive to members of the Catholic faith than are many paid religious broadcasts with great anti-Catholic content. . . . Crowell-Collier has an industry-wide reputation for quality in modern broadcasting.—*Bill Wood Jr., National Program Director, Milton R. Hall & Assoc., San Diego, Calif.*

Etv story reprint

EDITOR: The center would like permission to reprint the article "Etv shows made available to commercial tv" (PROGRAMMING, May 1) to call it to the attention of its 50 affiliated stations.—*Ced Frederickson, National Educational Tv & Radio Center, New York.*

(Permission granted, if proper credit is given to BROADCASTING as the source.)

Missed the point

EDITOR: . . . I am misquoted or quoted out of context [in] your KDWB story (GOVERNMENT, May 1). I have stated to the Commission . . . that I do not recall ever discussing the permissible operation for their station or any other station between the hours of midnight to 4 a.m. I did, however, state that if I had been asked by a client if it were possible for a station to operate with its daytime operation between midnight and 4 a.m., and such a station was full-time, my interpretation of the Commission's rules would be that it would be permissible. Your reporter . . . missed the point entirely. . . . [My statement to the FCC] clearly points out why I feel that KDWB did not violate the Commission's rules. — *John H. Mullaney, President, John H. Mullaney & Assoc. Inc., Washington.*

Censorship adherent

EDITOR: I think BROADCASTING performed a real service to the mass communications field by re-publishing the censorship code in the May 8 issue (anniversary of WW II's V-E Day).

However, I disagree with the spirit of your lead that says the U. S. may invoke peacetime censorship unless the news media massively resist it. The answer is not resistance but common sense and concern for national security. As intelligent individuals, the press should have no difficulty in shouldering their responsibilities.

Censorship is very close to me. During World War II I was a press censorship officer on Gen. Eisenhower's staff and gained an insight into what makes

Introduced just one week ago at the NAB. Results? SOLD. To WABC, New York; KTOP, Topeka; WKDA, Nashville; WHYE, Roanoke; KYNO, Fresno. SOLD. To WKGN, Knoxville; KSTN, Stockton; KORL, Honolulu; WTVN, Columbus; WFUN, Miami. SOLD. To other high-speed stations, big watters, medium watters, small watters. Listen to that electrifying Formatic sound yourself. Themes. Jingles. Powerhouse Punctuators. I.D.'s. Intros. Attention Getters. Customized to **sell** for you. Exclusive in your market. Hurtle along with Formatic. CALL YOUR ULLMAN-MAN NOW.

FASTEST MOVING SOUND IN RADIO

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Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood / New York

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

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EXCLUSIVE NATIONAL REPRESENTATIVES

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
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newsmen gripe. At times they become fault-finding infants and refuse to listen to reason.

I remember three correspondents who observed every last rule of censorship and at every opportunity cautioned the censor to examine their copy closely because of questionable copy. They knew the reason for censorship and acted accordingly. Their names—Fred Kuh, *Chicago Sun;* Boyd Lewis, UP, and Gladwin Hill, then with AP. Certainly these men never suffered because of censorship.

No one need fear censorship. From personal experience I can say that I never was called upon to stop material that did not contain some point that could compromise security. On the contrary, censorship always bent over backwards to pass copy and quite often prodded G-2 to declassify material so correspondents could file copy.

One way of keeping America safe is to safeguard our secrets instead of blazoning them across the front pages of our newspapers and other public information outlets.—*Harry Algus, Metromedia; (former U. S. Ground Advisor, Press Censorship, SHAEF).*

The Florida story

EDITOR: The Florida market study was a wonderful bit of reporting.—*Walter K. Rhoads, Promotion Manager, WTVT (TV) Tampa, Fla.*

EDITOR: . . . a superb job of reporting and analyzing the Florida market.—*T. S. Gilchrist Jr., Vice President-General Manager, WESH-TV Daytona Beach, Fla.*

EDITOR: I congratulate you not only on the broad coverage . . . but the thorough and authentic presentation of the great mass of statistical information. I am referring the article to our area development department with the thought they might be able to use it in their promotional work.—*J. S. Gracy, Senior Vice President, Florida Power Corp., St. Petersburg, Fla.*

EDITOR: . . . A terrific job on the study of the Florida market. —*Arch L. Madsen, President, KSL-AM-TV Salt Lake City.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

Right lineup

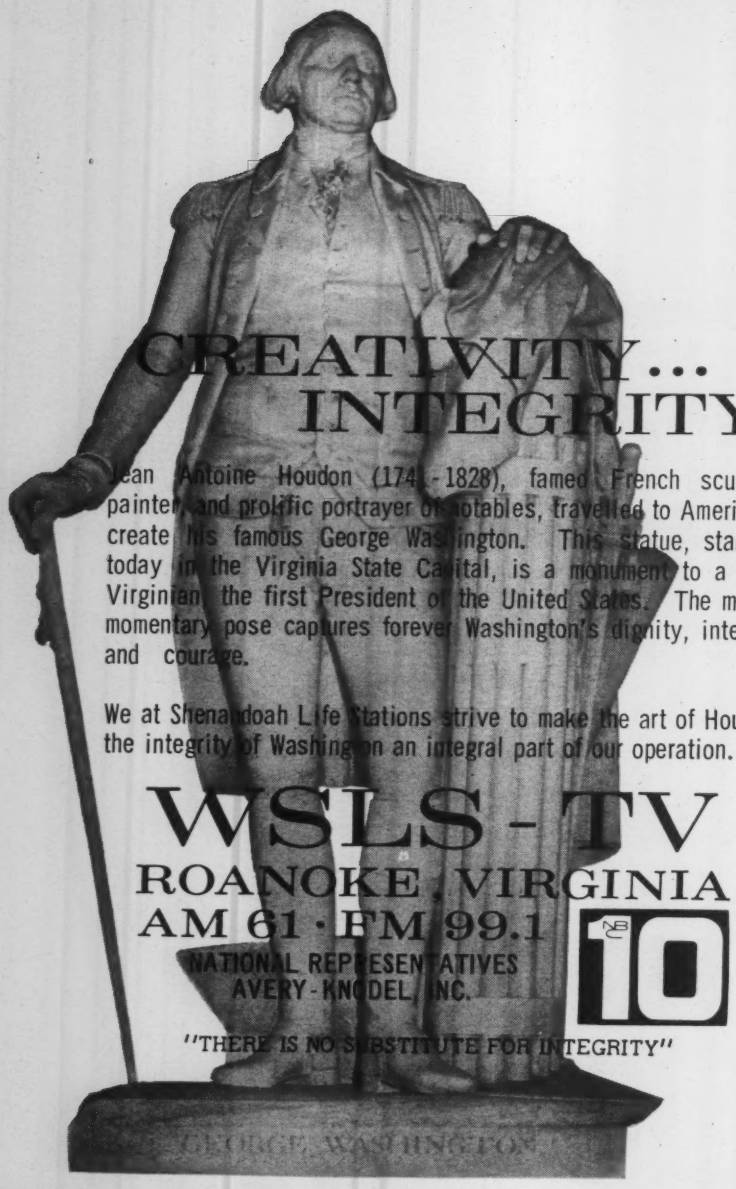
EDITOR: We were pleased to see that BROADCASTING's May 1 issue took cognizance of the increasingly useful services being offered by specialized financial organizations in the field of radio and tv. . . . May I correct a few errata? . . . The name is Communications Capi-

cliché

Stations have a duty to meet the needs of people. How well they do it determines how important they become to advertisers. The most basic truths tend to become the most overworked clichés, but this does not render them any less truthful. Through the years, an unswerving policy of balanced, responsible programming which meets basic needs rather than shallow fancies has helped bring each of our radio and television stations the most responsive audience in its coverage area. People listen. People watch. People know.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV CHANNEL 9 WASHINGTON, D. C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D. C.


CREATIVITY...
INTEGRITY
Jean Antoine Houdon (1741-1828), famed French sculptor, painter and prolific portrayer of notables, travelled to America to create his famous George Washington. This statue, standing today in the Virginia State Capital, is a monument to a great Virginian, the first President of the United States. The marble momentary pose captures forever Washington's dignity, integrity and courage.
We at Shenandoah Life Stations strive to make the art of Houdon, the integrity of Washington an integral part of our operation.
WSLS-TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1
NBC 10
NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.
"THERE IS NO SUBSTITUTE FOR INTEGRITY"

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

tal Corp. (C.C.C.), Lazar Emanuel is president, not principal; George Weiss is vice president and general manager, and the undersigned is secretary-treasurer. . . .

A sister company . . . is Communications Fund Inc. (C.F.I.), . . . [which] will specialize in long-term loans and investments in properties where Communications Capital is more particularly concerned with short term loans. . . . —*Blair Walliser, Secretary-Treasurer, Communications Capital Corp., New York.*

'Post-attack' Conelrad

EDITOR: The article on Conelrad (BROADCASTING, April 10) was quite good, but did not go far enough. . . . The use of Conelrad would . . . perform a vital role in advising the public to take shelter. . . . But the role of Conelrad assumes gigantic stature during the so-called "post-attack" period. It is during this period that the public is advised about radioactive fallout . . . the nearest means of evacuation and/or medical supplies, the possibility of future attacks, etc.

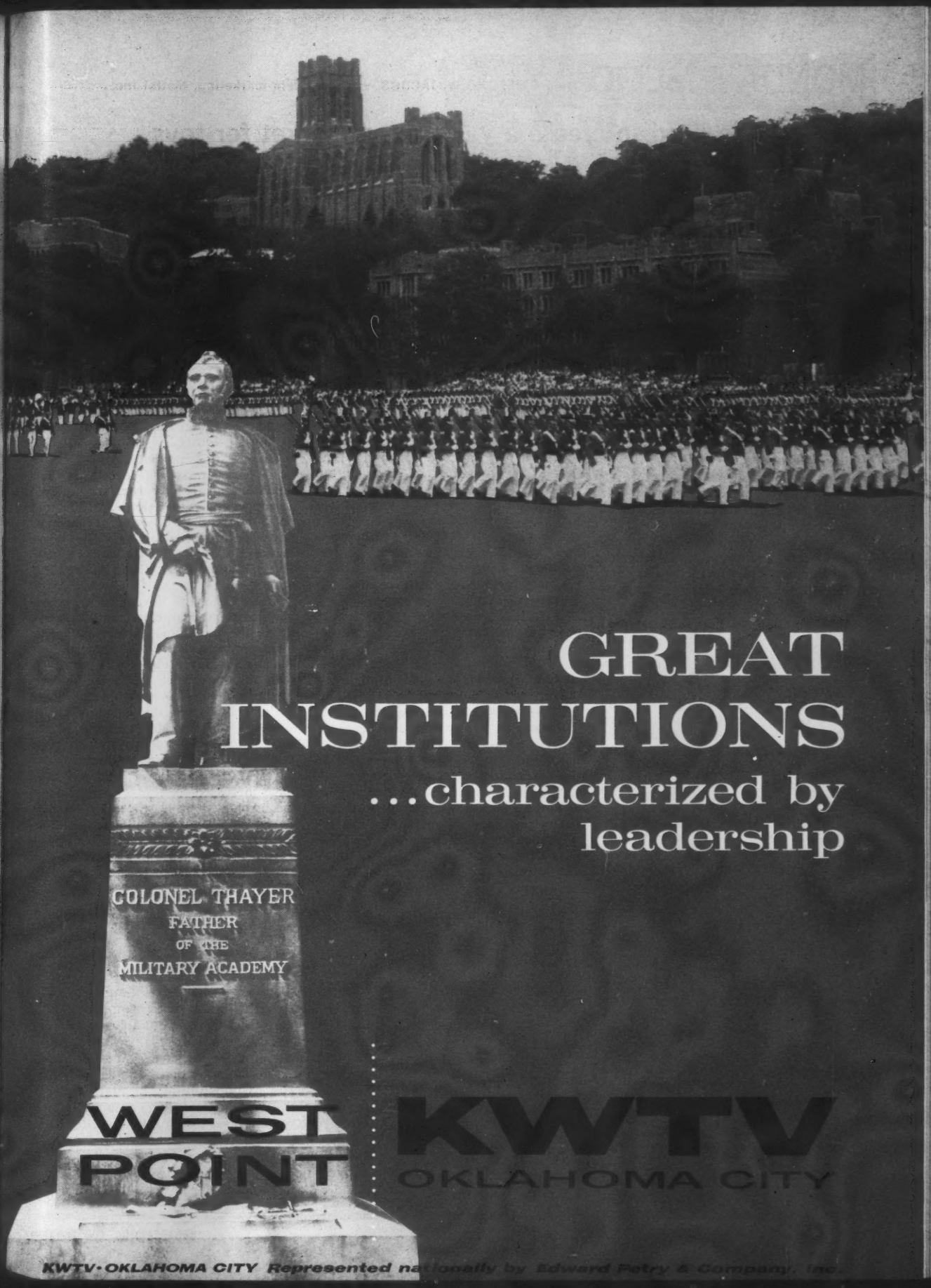
There are three radio stations in Nassau County on Long Island (WHLI, WGBB and WFYI) actively assisting civil defense. . . . During "Operation Alert 1960" we devised and carried out . . . the "Nassau Plan." . . . (The stations) broke away from the New York City operation and broadcast locally . . . to Nassau County residents only. . . . The experiment was a complete success. . . .—*John T. Clayton, Director and Public Affairs Chairman,* Nassau County Conelrad Committee; *Promotion Manager, WHLI Hempstead, L. I., N. Y.*

The missing 'not'

EDITOR: . . . Your news item (on my speech at Notre Dame U.) . . . somewhat unfortunately suggests that we were discussing the handling of a case that had gone to hearing . . . through the omission of a fairly significant "not" . . . as follows:

> Mr. Courtney stressed that it is important for an applicant who had [NOT] gone through a hearing to make sure the case is fully understood by the people who will decide it—the seven commissioners. Otherwise, the applicant runs the risk that the staff will, in effect, decide the case, he said.

. . . I am afraid the omission of the "not" . . . will mislead some of your readers, confuse the rest, and undo months of the austerity program.—*Jeremiah Courtney, Lawyer, Washington, D. C.*



GREAT INSTITUTIONS

...characterized by leadership

WEST POINT

KWTV
OKLAHOMA CITY

KWTV · OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

MONDAY MEMO

from CLIFFORD W. JACOBS, vice president-marketing, Mattel Inc.

How tv was used to create a year-round market for toys

Television, I'm told, likes Mattel. And we like television. This isn't a mutual admiration society—there are very good reasons for this relationship. We are the only toy manufacturer to sponsor our own network tv show the year round. Our *Matty's Funday Funnies* attracts 25 million juvenile viewers every week—the highest rated daytime show on tv. This pleases us almost as much as does our rising sales figures—and the two are closely related.

This year our advertising budget is almost $3 million, with heavy emphasis on network tv and intensified spot tv in 45 key markets, besides space in trade publications.

Tv Took Planning ▪ Unlike Topsy, this situation didn't "just grow." Our original entry into television, as well as our expansion in this area since 1955 —when we decided to follow the advice of our agency, Carson/Roberts, and enter network television—has been the result of much planning and research.

Prior to then we had used regional spot tv, mostly in the final three or four months of the year. In 1954 we spent about half of a total $150,000 advertising budget in spot schedules in the top 30 markets. We had already decided to raise the 1955 tv budget to $100,000 when we learned that a new weekly *Mickey Mouse Club* program on ABC-TV was open for co-sponsorship. The figure was, to us, startlingly high—one quarter-hour per week, for 52 weeks, non-cancellable, at $500,000.

This was five times our projected annual budget and not much less than the total net worth of our company at that time. Our initial reaction was that this was too big a bite for us to try to chew.

It Raised Questions ▪ We did a great deal of soul-searching on our sales structure; it had been seasonal and our advertising concentration had followed this pattern. Could we break the seasonal pattern? Or modify it? Should we? We researched the situation to evaluate its potential, as well as its liabilities.

The decision was made. We signed the contracts. We were committed to network television for 52 weeks. The *Mickey Mouse Club* show went on the air, viewed by some 16 million children, in September 1955. Our commercials exposed a new product—a cap-firing Burp Gun—already on retail counters, but not moving. We sat back and waited for the re-orders to come rolling in, as we knew they would.

And we waited. And waited. We knew the *Mickey Mouse Club* was attracting millions of children—the various rating services agreed on this. But the orders weren't coming.

That was November. Six weeks of network television shows, and still no orders for Burp Guns, 600,000 of which remained unsold on retail counters.

It Paid Off ▪ But the Monday morning following the long Thanksgiving weekend, we arrived at the plant to find sacks of mail stacked in front of the doors. Sacks of orders for Burp Guns!

And it was only the beginning. The orders kept coming in, and before Christmas we had sold almost a million of these guns, which retailed for $4 each. Our retailers had sold their entire stocks of 600,000 and more—and were begging for more. Orders continued even after Christmas.

Our television exposure created another merchandising advantage for us. The feature of year-long network tv other toymakers considered a disadvantage—not being able to take a hiatus during "dead" sales periods—became a big selling point for Mattel.

At the following spring's Toy Fair in New York City, we pointed out to the trade that television had kept our orders high even during the first months of the year. We presented to the trade a specific and detailed advertising program for an entire year in advance. We showed samples of our future television commercials, and the schedules by which they would be exposed nationally.

We wrote $1 million worth of orders in a week at the Toy Fair, in the past strictly a "preview" type of show.

We stayed with *Mickey Mouse Club* and, since our entire ad budget was committed to the show, we were able to correlate exactly the relationship between sales and advertising effort. We were able to show the toy trade that even though the Christmas season would continue to be a peak season, toys could be sold on a 12-month basis.

A Show of Our Own ▪ By 1957 we felt—and our agency's research confirmed—that we were ready for full sponsorship of our own show, and we let it be known that we were willing to spend $1 million for a show to appeal to kids of 4 to 12.

Our relationship with ABC-TV had been pleasant, so we leaned in their direction, particularly when they offered an appealing time slot—5-5:30 p.m. on Sunday—and a series of cartoons never before seen on tv. The series featured Casper the Friendly Ghost, Herman and Katnip, Little Audrey and others.

Carson/Roberts developed a personality cartoon character, Matty Mattel, to tie the individual cartoon segments together in a half-hour show. Thus *Matty's Funday Funnies* was born, and with the success of this show, several of its characters—notably Matty, Sister Belle, and Casper the Friendly Ghost —have become features in the Mattel line of toys and dolls as well as good tv "salesmen" for our products.

As Mattel has grown, and our sales have increased, our advertising budget has expanded at least proportionately. And we plan to continue this controlled, advantageous growth.

But the accent in our advertising will continue as it has in the past six years —on television.

Clifford W. Jacobs, vice president-marketing, Mattel Inc., joined the Hawthorne, Calif., toymaker in 1952 as sales manager. In that capacity he was responsible for national sales and advertising, and when he was later made director of marketing he added the responsibilities of marketing research. Two years ago he was promoted to vice president-marketing. A native of New York City, he attended the City College of New York and New York University.

WELI

THE SOUND OF NEW HAVEN

There's no business like Sales-business!
There's no radio like Plus-radio!
(Original merchandising from Sound to Sales)
For your WELI Plus-radio 10 point plan
Ask your H-R man! In Boston call Eckels.

WELI

there is nothing harder to stop than a trend

like today's younger, bigger family trend to ABC

Youth must not only be served. It must be *deserved*. By the kind of alert, alive programming a network does.

In terms of cause and effect, it works out like so:

Cause . . . ABC's leadership in sports (ABC's Wide World of Sports, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, American League Football, Orange Bowl Game, College Basketball).

Cause . . . ABC's leadership in action adventure entertainment *(The Untouchables, 77 Sunset Strip, SurfSide 6, Maverick, Naked City).*

Cause . . . ABC is facing the issues of the day with a vigorous new kind of news reporting (ABC-TV News Final), a vital approach to the public interest (Winston Churchill Series, Close-Up!, Expedition, Directions '61, Issues & Answers).

Effect . . . a decisive lead in *younger* families. For example: in households where the head is under 40, ABC is first with 24.7%, Net Y second with 20.9%, Net Z third with 18.3%.*

Effect . . . a decisive lead in *larger* families. For example: in families of five or more, ABC leads with 27.8%, Net Y second with 21.5%, Net Z, third with 19.0%.*

Telling numbers, these. They deal with the best people to deal with—the big, super-marketing crowd. They're America's best spenders. Which is why ABC is now attracting America's smartest trenders.

ABC Television Network

*Source: National Nielsen TV Index, 4 weeks ending Feb. 5, 1961. Average Audience, Mon. through Sat. 7:30-11 PM, Sun. 6:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 15, 1961 Vol. 60 No. 20

SHOOTING BEGINS ON NEW FRONTIER

■ No peace in sight now between broadcasting and regulators

■ New FCC boss vows to turn tv from 'wasteland' into paradise

■ At broadcaster convention only kind word comes from President

The most exciting NAB convention since the mackerel glowed in the 1941 moonlight.

That was the year FCC Chairman James Lawrence Fly let the NAB have it with a tough, bitter denunciation voiced in the heat of anger.

Last week another FCC chairman, Newton N. Minow, took on the role of stern father. He called television "a vast wasteland" and warned broadcasters to improve their product or get off the air—a message happily picked up by an alert press.

Chairman Fly had bitterly described NAB leadership a score of years back as akin to "a dead mackerel in the moonlight—it both shines and stinks."

But Newton Minow wasn't the least bit angry last Tuesday as he stood in the luncheon spotlight under the Great Seal of the United States. He praised NAB's new leader, Gov. LeRoy Collins. And then he stunned 3,000 broadcasters in the vast spaces of Washington's Sheraton Hall with a calm, searing account of present abuses and what the FCC can do about them.

If there was any unanimous accord as delegates returned to their desks back home, it focused on one question: What will the long-range effect be?

The Road Ahead ▪ As reflective thought gradually supplanted the heat of the week's more miserable moments, broadcasters soberly hoped the composite industry image might be better a year from now. But many wondered if the lessons couldn't have been learned with a quiet, dignified inside-the-house approach instead of at the receiving end of a cat-of-nine-tails swung in the public square.

Last weeks' convention featured NAB's all-time thrill —the introduction of Comdr. Alan B. Shepard Jr., America's astronaut, and Mrs. Shephard by President John F. Kennedy, plus a major presidential speech on communications and the perils facing the democratic way of life.

The convention featured another major event—the debut of Gov. LeRoy Collins as NAB president.

Nobody at the Monday luncheon could recall a more eloquent convention speech as Gov. Collins faced the difficult assignment of following President Kennedy and Comdr. Shepard. The Governor proved he's an old trouper by bringing frequent and loud applause as he punched over telling points in a speech that had its laudatory moments as well as its irritating, preaching interludes.

The big moments last week occurred in Sheraton Hall. But many of the less spectacular events such as the tv and radio code sessions were staged in smaller auditoriums. Gov. Collins, thoroughly convinced of the codes' value if properly enforced, was enthusiastic about the Tuesday morning tv session as code officials and delegates went about the job of strengthening voluntary controls.

There were some who wished FCC Chairman Minow had taken time Tuesday to watch tv self-regulation in action before making his potent speech. And some wished he could have heard in person Gov. Collins' warning that broadcasters go home and do better—an intramural admonition that had some delegates wondering if they had hired a president or a proctor.

Both Gov. Collins and Chairman Minow started off with quick statements of the reasons they had accepted their new jobs—Gov. Collins to lead the industry to better performance, Chairman Minow to uphold the public interest. Actually they expressed a common motive but their way of saying it ranged from Gov. Collins' inspiring appeal to the blunt, headline-catching rebuke of the Chairman.

Some who thought Gov. Collins was letting too much of his linen-washing get into public view decided the next day that Chairman Minow had taken him off the hook—in case he was on one.

A few hours after Chairman Minow gave his speech several hundred legislators and government officials were guests at an NAB reception. The topic of discussion was nine-tenths Minow. Practically all broadcasters were violently critical or genuinely hurt, judging by a cross-section of reaction; some legislators spoke in guarded fashion, questioning the chairman's strategy and suggesting he might have torpedoed his own reorganization legislation (see comments page 37).

Chairman Minow, asked for his reaction to his own speech, gave BROADCASTING this answer: "Do they always get so excited about a speech in this industry?" Obviously

"Gentlemen, This Here Town Is Due For Some Changes"

Herblock in The Washington Post

'...to hear, and to see and to listen'

KENNEDY CALLS RADIO-TV 'MOST POWERFUL AND EFFECTIVE' MEDIA

President John F. Kennedy delighted the opening session of the 39th Annual Convention of the National Assn. of Broadcasters by bringing with him the nation's first space traveler, Commander Alan B. Shepard, with his wife and Vice President Lyndon B. Johnson. After paying tribute to the astronaut he added praise of broadcasting as "the most powerful and effective means of communication ever designed." A condensed version of the text of his speech follows:

WE have with us today the nation's number one television performer, who I think on last Friday morning secured the largest rating of any morning show in recent history. I must say I think the presence of Commander Shepard and also Mrs. Shepard who I think is—I must say, when I saw her on television, I had great satisfaction as a fellow citizen. I must say we are delighted to have them all. It is a great source of satisfaction and pride to us.

There had been before the [astronaut's] flight, as you know, a good many members of the community who felt that we should not take that chance. But I see no way out of it. I don't see how it is possible for us to keep these matters private, unless we decide on the highest national level that all matters which are risky, which carry with them the hazard of defeat, which could be detrimental to our society, that none of them will be printed in the paper or carried on radio or television.

The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes.

Recognizes IAAB ▪ I am delighted that there are members here of your profession who are not citizens of this country but who come here from our hemisphere. I hope that they understand that we share a fraternal feeling with them, that we are engaged in a common effort to maintain freedom here in this hemisphere, and assist freedom throughout the world.

I feel, as a believer in freedom, as well as President of the United States, that we want a world in which the good and the bad, successes or failures, the aspirations of people, their desires, their disagreements, their dissent, their agreements, whether they serve the interest of the state or not, should be made public, should be part of the general understanding of all people.

And that is why I was particularly anxious to come here today. There is no means of communication as significant as that in which you are involved: to hear, and to see, and to listen.

And you have the opportunity to play a significant role in the defense of freedom all around the globe.

Our adversaries in this struggle against freedom—and they are not national adversaries, we have no national disagreements, what is involved is the great struggle for freedom, and our adversaries in that struggle possess many advantages. Their forces press down upon us, on the borders of the Middle East, Southeast Asia and Western Europe. They use the secrecy of the totalitarian state and the discipline to mask the effective use of guerrilla forces secretly undermining independent states, and to hide a wide international network of agents and activities which threaten the fabric of democratic government everywhere in the world. And their single-minded effort to destroy freedom is strengthened by the discipline, the secrecy and the swiftness with which an efficient despotism can move.

Sees Success ▪ But despite this, I do not believe that the tide of history is on the side of despotism. I do not

he had noted the big headlines in afternoon papers.

That Censorship Issue ▪ A significant feature of the week was an event that never happened. A fortnight ago President Kennedy had practically demanded that newspapers set up their own voluntary censorship operation in view of the critical state of international affairs.

By May 8, the day of his speech to the NAB, the President appeared to have had a change of mind. He completely avoided use of the word "censorship" in respect to broadcast media. Instead he said "the essence of free communication must be that our failures as well as our successes will be broadcast around the world."

Then the President chided totalitarian guerilla tactics and vast espionage activities. He added, "The flow of ideas, the capacity to make informed choices, the ability to criticize, all the assumptions upon which political democracy rests, depend largely upon communication. And you are the guardians of the most powerful and effective means of communication ever designed."

The next day the President met with a group of newspaper publishers. They issued a tactful statement afterward which said a long-range study of the role of the press in time of danger would be undertaken and only a declaration of national emergency would call for a screening of news in the interest of security.

Gov. Collins demanded in his address that broadcasting's journalistic integrity and independence must not become the pawn of government. He described broadcast news as a completely independent way of supplying the people with the information upon which they base their decisions.

The combined views of JFK and the Governor seemed to dispose of the censorship problem for the moment.

Ratings came into convention proceedings many times during the week. After the President's reference to Comdr. Shepard's record rating, Gov. Collins voiced his now familiar objections to professional audience and program research. Once again he slashed at what he felt was dubious authenticity, drawing howls and cheers from the delegates.

NAB-Inspired Research ▪ He proposed instead that an NAB research center be set up, possibly located near a major campus. These problems might be researched, he said: Validity of ratings, effect of editorializing, radio's future, court coverage, impact of programs and influence of advertising. He added others. The proposed package led one rating firm head to say he would close office except he had paid three months rent in advance. Another figured the research package would run far up into seven or eight figures.

Gov. Collins took a bead on the House Commerce Committee's study of rating services, hinting its conclusions were not based on the report's contents.

The cheers burst out again when he said pay tv can mean the elimination of free television if it catches hold, leaving the American people with no improvement over present tv fare de-

believe that the tide of history necessarily is on either side. It is only what we decide ourselves we will do—which direction *we* will turn the tide of history—that we can be successful.

For we bring to the battle our own resources, the better advantages of a free society—advantages which our adversaries cannot match, advantages which if vigorously used offer hope for the ultimate triumph of freedom.

On our side is the simple and all-important fact that men want to be free, and nations want to be their own masters.

It is this fact that is man's best hope. For our nation is on the side of man's desire to be free, and the desire of nations to be independent. And thus we are allied, if we are true to ourselves and true to our destiny, with the strongest force in the world today.

President John F. Kennedy was greeted by an NAB reception committee. First to shake his hand was a surprise greeter, Senor Donato Santomauro, of Argentina, attending Inter-American Assn. of Broadcasters meeting. L to r: The President; J. Leonard Reinsch, Cox Stations; Clair McCollough, Steinman Stations; Senor Donato.

The great inner resource of freedom, the resource which has kept the world's oldest democracy continuously young and vital, the resource which has always brought us our greatest exploits in time of our greatest need, is the very fact of the open society.

Most Powerful, Effective ▪ Thus, if we are once again to preserve our civilization, it will be because of our freedom, and not in spite of it. That is why I am here with you today. For the flow of ideas, the capacity to make informed choices, the ability to criticize, all the assumptions upon which political democracy rests, depend largely upon communication. And you are the guardians of the most powerful and effective means of communication ever designed.

In the rest of the world this power can be used to describe the true nature of the struggle, and to give a true and responsible picture of a free society. And in addition, broadcasting has new and untried possibilities for education, for help to end illiteracy, which holds back so much of the world and which denies access to the information so vital to a free and informed choice. The full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry. And here in our own country this power can be used, as it is being used, to tell our people of the perils and the challenges and the opportunities that we face—of the effort and the painful choices which the coming years will demand. For the history of this nation is a tribute to the ability of an informed citizenry to make the right choices in response to danger, and if you play your part, if the immense powers of broadcasting are used to illuminate the new and subtle problems which our nation faces—if your strength is used to reinforce the great strengths which freedom brings, then I am confident that our people and our nation, and all other people and all other nations will again rise to the great challenge of the Sixties.

spite the levy of fees.

His demand that broadcasters editorialize was probably the strongest major call for position-taking in NAB history. He blamed what he called the failure of broadcasting to attain the prestige enjoyed by print media on the failure to editorialize.

After delegates had simmered down following hours of gab-festing and a night's sleep, the Wednesday morning NAB-FCC panel drew an audience of over 2,000. The setting was glamorous, the talent absolutely tops—six commissioners and Chairman Minow. The panel was interesting but tame after the events of the previous two days.

Clair R. McCollough, chairman of the NAB combined boards, moderated the question-answer exchange. The list of topics included FCC reporting forms, uhf in New York and editorializing.

Chairman Minow volunteered an observation that he had confined much of his time to tv and hadn't yet studied radio's problems.

The panel dealt with a proposed freeze on all am applications, as recommended by Commissioner Robert E. Lee. Commissioner T. A. M. Craven took the other side, saying it would be an encroachment on private enterprise.

Gov. Collins had tilted some eyebrows Monday in his speech by saying in regard to radio licensing, "Perhaps we should start by seeking to develop some plan for effective birth control . . ."

As to editorializing, a reminder came from the panel that stations should provide opportunity for replies in controversial issues.

The industry's voluntary regulation discussions were instructive but there was one unhappy note—the Wednesday afternoon radio code discussion opened with an audience of 75 and gradually dwindled to 31, an embarrassing count in the large Cotillion Room of the Sheraton Park Hotel. Only a dozen took part in the business meeting, which adopted a few resolutions.

As was the case at the 1955 Washington convention, the logistics were terrible. NAB had three buses shuttling between the Sheraton-Park and Shoreham, but cabs were kept busy though only a block separates the hotels.

Lovers of broadcast equipment had the best time since video tape recording was unveiled in 1956 by Ampex. Vast displays filled the big Shoreham garage and main ballroom as well as a terrace arcade. Delegate traffic was excellent, a cheery development for many of the exhibitors. Among new items were a $14,000 video tape recorder with Japanese participation and an 8mm movie camera. Automation gear of many types abounded.

Stereo interest developed after two days of fm discussion and demonstrations based on the FCC's newly adopted multiplex system (General Electric and Zenith combination). Only one manufacturer appeared able to deliver transmitter packages within a few weeks but many claimed to be close behind.

Business Elsewhere ▪ The usual satellite meetings included network sessions. ABC-TV told affiliates it can coast a bit now, having a rating lead in three-station markets. NBC warned tv affiliates the industry is entering a new era of government scrutiny, ad-

vising careful self-regulation and avoidance of over-commercialization. NBC Radio's affiliate executive committee was given an optimistic report on sales, audience, station clearances plus a revised compensation. MBS supplied nearly 400 radio affiliates with closed-circuit newscast material and kept broadcasters who kept the store running informed on latest industry developments in Washington.

The annual Broadcasting Pioneers Club dinner was featured by a deft needling of Chairman Minow by Lowell Thomas, who adopted a schoolmaster manner as he dealt nostalgically with moments of broadcasting history.

Educational tv came up at the Wednesday luncheon speech by Abraham A. Ribicoff, secretary of Health, Education & Welfare. Secretary Ribicoff reversed the past HEW position on federal aid to educational tv by endorsing matching federal funds for state projects.

As it must at all NAB conventions, everything wound up Wednesday night in a Sheraton Hall banquet. The final number of the BMI-arranged banquet program featured Anna Moffo, Metropolitan Opera diva, singing "There'll Be Some Changes Made" in night-club style with accompaniment by Count Basie and orchestra. Russell Sanjek, BMI, produced.

A few delegates went prowling for any hospitality suites that remained open, some others took night planes and the NAB staff vacated their hotel sleeping quarters for beds at home.

Next year, Chicago. And the next, and next.

All-star cast opens NAB Convention

KENNEDY SHARES TOP BILLING WITH ASTRONAUT AS SURPRISE GUEST

Jack be nimble, Jack be quick.

President John F. Kennedy demonstrated he can be both at Monday's opening general assembly of the 39th NAB convention.

First, he introduced as a surprise guest "the nation's No. 1 television performer,' astronaut-hero Alan B. Shepard.

Then, instead of springing a widely-anticipated proposal that U.S. broadcasters impose a semi-wartime self-censorship on news coverage of national defense matters, he told them they hold graver responsibilities than most as stewards of the "most powerful and effective means of communication ever designed."

He brought down the house both times.

The arrival and departure of the presidential entourage split in half the ceremonies and acceptance speech at which NAB's distinguished service award was conferred upon Judge Justin Miller, the association's president from October 1945 to June 1951 and its board chairman and general counsel until April 1954.

The Monday opening event also was the first time NAB President LeRoy Collins has appeared before the full NAB convention. The former Florida governor turned over the proceedings to Dwight W. Martin, WAFB-TV Baton Rouge, convention co-chairman.

The presentation of NAB's highest award to Judge Miller was made by Odin S. Ramsland, KDAL Duluth, after an opening prayer by the Most Rev. Philip M. Hannan, auxiliary bishop of Washington, D.C., and a welcoming speech by Walter N. Tobriner, president of the District of Columbia Board of Commissioners. The 10:30 a.m. ceremonies were opened by music from the U.S. Marine Band and presentation of the colors by a multi-service unit.

IAAB Recognized ▪ A delegation of the Inter-American Assn. of Broadcasters attending the opening assembly received special recognition from NAB and President Kennedy. IAAB had held its convention in Washington the previous week and weekend. President Kennedy was escorted to the stand by Clair McCollough, Steinman Stations, NAB Board chairman, and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., convention co-chairman.

President Kennedy's brief introduction of Commander and Mrs. Shepard met a tumultous response from the broadcast management-engineering delegates. After thanking the broadcasters for a "warm welcome," the astronaut was escorted from the stand by Vice President Lyndon B. Johnson to a schedule of other appearances.

The import of President Kennedy's speech was that totalitarian and free societies both have their advantages and disadvantages in competing with one another, but that he feels the desire of men and nations to be free will prevail. Broadcasting can be used to give a true and responsible picture of a free society, he said. It also has "new and untried possibilities for education" and this "is one of the most significant challenges which confronts your industry," he said.

Judge Miller

The President's reference to Commander Shepard ("who I think on last Friday morning secured the largest rating of any morning show in recent history") as the nation's top television performer was meant to compare the way radio-tv publicized and covered the astronaut's flight—with the attendant risk of loss of national prestige had the flight failed—to the secrecy surrounding the Russian man-in-space flight made a few weeks earlier.

Success & Failure ▪ "The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes," he said, amid cheers from the broadcaster audience.

Mr. Ramsland, in presenting NAB's distinguished service award to Judge Miller, described the climate of confusion in the broadcast industry when the FCC issued its Blue Book in 1946. It was at this time that Judge Miller brought a steadying hand to broadcasting by resigning from the U.S. Court of Appeals in Washington to become NAB president, he said.

In his acceptance speech, Judge Miller said that though he is old enough to place broadcasting's whole panorama in proper focus as an event in American history, many of the radio-tv media's critics are not; thus, they are unable to "see the picture in its true perspective" and they "respond eagerly to the pressure groups." Not only that, but many newspaper columns are inspired by publishers who "smart under the competition of your faster and more palatable presentation

NOW FOOD ADVERTISERS GET DOUBLE EXPOSURE!

Only WHO-TV offers food advertisers television coverage of more than half of Iowa's counties, *plus* personal point-of-sale merchandising assistance.

WHO-TV's new feature merchandising services reach high traffic food stores in towns of 5,000 or over in 23 heavily-populated counties. These outstanding WHO-TV services include:

- **360 STORE CALLS (MINIMUM)** — Workers encourage grocers to stock product, increase display space, clean and face product, etc.
- **50 ONE-WEEK DISPLAYS (MINIMUM)**—Place shelf extender displays for suitable products and point-of-sale materials.
- **24 DAYS OF BARGAIN-BAR PROMOTIONS** — Includes product sampling or demonstration, couponing, and distribution of recipes or product literature.
- **2 COMPREHENSIVE REPORTS**—Reports on your product through personal interviews with grocers.

A $480 expenditure per week for 13 consecutive weeks—or $6,240 within a 13-week period—on WHO-TV qualifies food advertisers for this special service. Give your product *double exposure* in Central Iowa with WHO-TV. Get all the facts soon—see your PGW Colonel.

Sources: Sales Management Survey of Buying Power, July 10, 1960 and SRDS, January 1, 1961.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

Needed: more light than heat ..... AN EDITORIAL

TWO thousand broadcasters came to Washington last week. They heard, they saw and they all but collapsed.

What they heard from FCC's new chairman, Newton N. Minow, and from their new NAB president, LeRoy Collins, should not have surprised them. Both have been administering shock treatments on the same general theme since assuming their respective offices earlier this year.

There's already talk of defections from the NAB on the premise that broadcasters deserve something better than a scolding from their president. They do not like the similarity of the Minow and Collins views on programming. They want action now and vigorous action to stem the Minow tide and answer his threats.

It would be unfortunate if not disastrous to launch a rump movement now. A divisive movement to set up a new trade association would play into the hands of the opposition. The NAB board meets next month. There will be less heat. Moreover, a careful reading of Gov. Collins' speech shows that he has revised some of his views since he has had broader exposure to the realities of competitive broadcasting. He is able, bright and energetic. He has the potential of becoming broadcasting's ablest spokesman.

It was not only what Mr. Minow said but the manner in which he said it that provoked broadcasters. His painstakingly prepared speech was intended more for public than for broadcaster consumption. He wanted to hit the front pages and he did because the speech was calculated to pander to the competitive press.

We deal with Mr. Minow's foray into program control on our editorial page this issue. To us it is evident that he is attempting to circumvent the First Amendment. We believe he cannot sustain his campaign if broadcasters —and that means the NAB—will close ranks.

There is one immediate job that needs to be done with or without the support of the NAB. That is congressional veto of the President's reorganization plan that would give the FCC chairman absolute control over the seven-man FCC. So far, Gov. Collins has not seen fit to oppose this mischievous legislation.

After the Minow demonstration last week it should be clear what might happen with one-man control. The chairman would be enabled to pick his own divisions or panels of commissioners for particular assignments and in that manner virtually guarantee the results he wants in any given circumstance.

Mr. Minow himself, unwittingly, helped the cause of those who oppose the FCC Packing Plan. Throughout his rather remarkable address he eschewed the collective "we." It was first person, singular throughout—what "I" rather than what the FCC would do.

Fortuitously, many members of Congress were quickly made aware of the Minow ultimatums. They were the guests of constituent broadcasters at the NAB reception held only a few hours following the chairman's address. And most of them were indignant.

Broadcasters interested in the preservation of what freedoms remain and in their own future well-being must move now to parry the first threat of the New Frontier. They should urge their congressional delegations—irrespective of party affiliations—to veto Reorganization Plan No. 2 covering the FCC. This measure becomes law 60 days from its date of delivery on April 27 unless vetoed by the Congress before then.

There are members of both Senate and House who would willingly lead a veto movement. But they must know they will have adequate support. That support can be demonstrated if broadcasters will promptly let their elected legislators know. There isn't much time left.

of the news; and of your ever-increasing effectiveness in displaying the wares of the world to the consuming public."

Judge Miller thought broadcasters have shown "admirable restraint in maintaining a level of programming considerably above the level of life in the United States."

The clamor for the government to set standards of programming and define the bounds of censorship is a "beguiling illusion, calculated to avoid responsibility." Such moves can lead to the end of the First Amendment, Judge Miller said.

High Standards ▪ He said said he is pleased that NAB President Collins has "set his standard high" and he asked loyal support for the new NAB head in the latter's call for more "blue-ribbon" programming.

When his acceptance speech was interrupted for President Kennedy's address, Judge Miller on his return to the stand was equal to the occasion in referring to the President's talk:

"I could hardly have asked for a better exhibit of blue-ribbon programming."

Others taking part in the awards ceremony were J. Leonard Reinsch, Cox Stations, FCC Commissioner T. A. M. Craven and G. Richard Shafto, WIS-AM-TV Columbia, S.C., members of the committee which selected Judge Miller for the award; W. D. Rogers, KDUB-TV Lubbock, Tex., Tv Board chairman, and Thomas C. Bostic, KIMA Yakima, Wash., Radio Board chairman. Virgil Duncan, WRAL-AM-TV Raleigh, N.C., was chairman of the broadcast engineers section of the joint conference.

Help democratic system, IAAB urges its members

Nations in the Western Hemisphere were urged "to contribute to the defense of the democratic system of representative governments, using the means they have at hand for its protection," in a resolution adopted at the Inter-American Assn. of Broadcasters meeting in Washington prior to the NAB convention.

Known as the Declaration of Washington (BROADCASTING, May 8), the IAAB statement declared the association has never encountered "a graver danger for the future of the democratic organizations" in its 10-year history.

The declaration said in part: "To the existence of the determined and opprobrious tyrannies of these days, we add the open intervention of extracontinental, totalitarian powers to the life of the communities in this hemisphere, by the subjection of our neighboring Republic of Cuba and a subversive action that extends to the rest of the hemisphere and which also includes the moral responsibility of our association, beyond any measurements."

The IAAB declared a state of emergency and called for full support to the defense of democracy through the Organization of American States. It denounced subjugation of Cuba "by extracontinental communist powers" and said IAAB must give absolute priority to defending democratic ideals.

Herbert E. Evans, Peoples Broadcasting Co., was given a gold watch by the IAAB for his role in arranging the Washington meeting.

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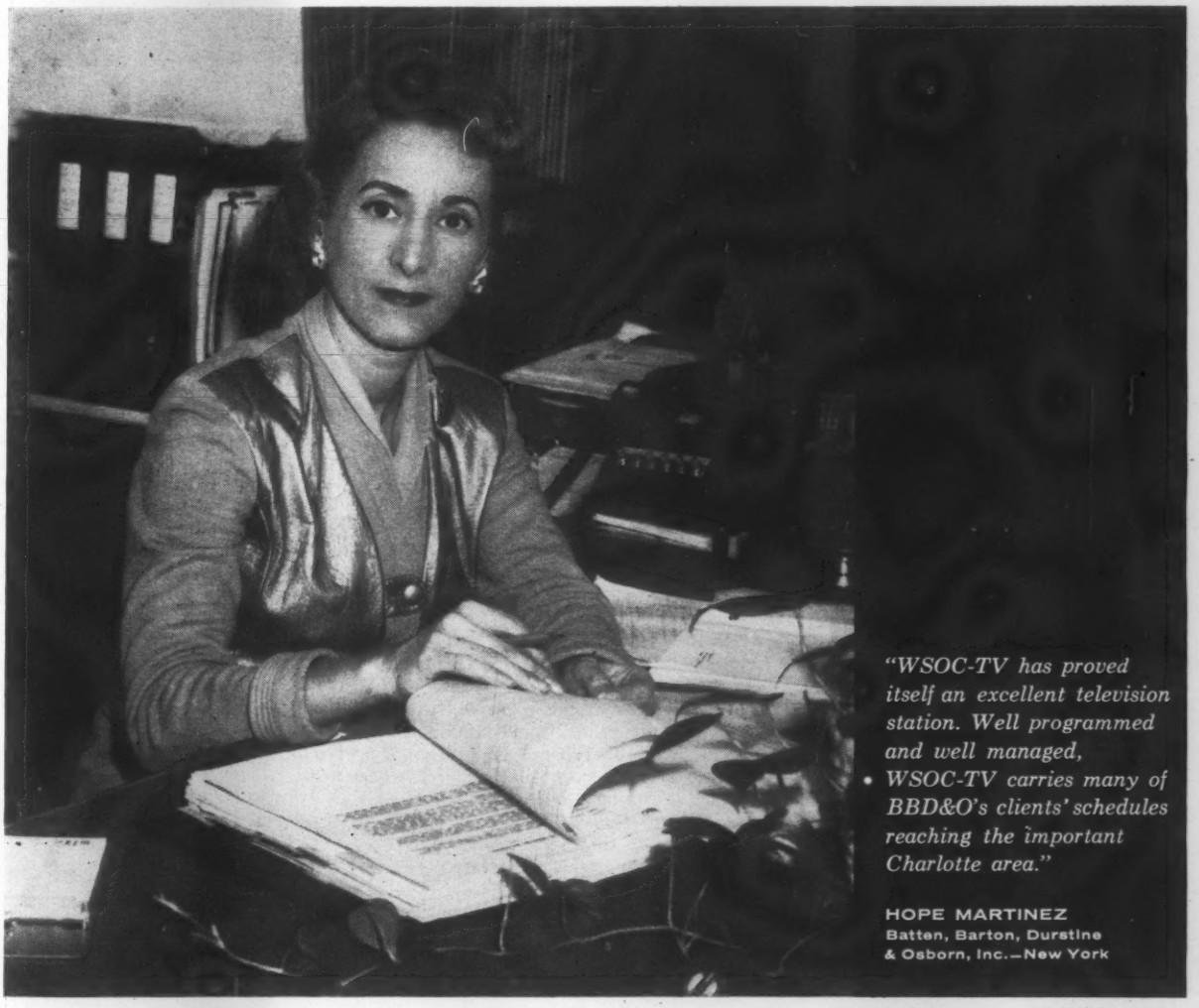

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STIFFENING NAB'S CODES

Delegates show keen interest at tv code meeting, but they're apathetic to session on radio code

Broadcasters quietly went about their voluntary efforts to strengthen the industry's ethical and advertising standards during a Washington convention marked by official and intramural potshots at the quality of radio and tv service.

The NAB self-regulatory process was centered around meetings of the Radio and Tv Code Boards and separate business sessions at which code problems were examined in detail.

The tv code session was held Tuesday morning in a crowded auditorium. The radio code program played to an almost empty house— 65 delegates at the opening, 31 at adjournment.

New chairman takes over

Dwight W. Martin, (right) WAFB-TV Baton Rouge, La., was elected chairman of the NAB Tv Board of Directors at a board meeting held May 10 in Washington. Formerly vice chairman, he succeeds W. D. Rogers, (left) KDUB-TV Lubbock, Tex. William B. Quarton, WMT-TV Cedar Rapids, Iowa, was elected vice chairman.

Clair R. McCollough, Steinman Stations, and Mr. Rogers were re-elected to the board May 9. James D. Russell, KKTV (TV) Colorado Springs, Colo., a former board member, and Robert F. Wright, WTOK-TV Meridian, Miss., were elected to the board. C. Wrede Petersmeyer, Corinthian Broadcasting Co., and Willard E. Walbridge, KTRK-TV Houston, retire from the board. They were ineligible to run for re-election.

Both were carefully planned. Brightening the tv session were before-and-after film clips showing how objectionable program and advertising material had been revamped. A long program of speeches at the radio meeting provided important contributions to the self-regulatory process but their impact was lost in the indifference of absent delegates.

Tv Interest Up ▪ Interest in tv code time standards, under review for months, has increased with wider use of the participating format and since 40-second station breaks were proposed by ABC-TV. A full discussion of commercial time standards is scheduled by the tv code board at a June 1-2 meeting in Washington.

Tv code officials met informally with several film distributors May 7 to discuss ways of screening prints of post-'48 films. NAB feels it must have a look at feature films because they were not produced for the tv home audience. Film groups represented were United Artists, MGM, Seven Arts and Screen Gems, according to NAB.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., described the code as "the conscience of television." As NAB Tv Board chairman, Mr. Rogers told a Tuesday tv code meeting the code is "a compilation of our corporate thinking" and called for compliance with this industry law.

E. K. Hartenbower, KCMO-TV Kansas City, Tv Code Board Chairman, described code board activities and introduced code staff members who discussed feature films, syndicate films and commercials. Edward H. Bronson, NAB tv code director, said adherence by code subscribers is improving. He called feature films a major concern to most stations, since the films aren't made for a home viewing audience.

Frank Morris, of the Hollywood office, said syndicators are cooperative and want to make a profit out of acceptable tv shows.

Stockton Helffrich, New York code director, reviewed efforts to eliminate violations from tv commercials. He showed clips of commercials having "wit, ingenuity and good taste."

It's Real ▪ Winding up the program, Chairman Hartenbower said the threat of increasing government control isn't "some rickety skeleton we haul out of the closet every spring to shake in your face but a real threat."

Thomas C. Bostic, KIMA Yakima, Wash., called on radio members to support the NAB radio standards. "Either we will regulate ourselves or we will be regulated," he said. He reported 1,233 members have subscribed to the code under the free plan begun last July 1.

Speaking at the Wednesday afternoon code meeting, Mr. Bostic asked delegates to enlist their fellow-broadcasters in their home towns to join NAB and support the code. A member of the selection committee which picked Gov. LeRoy Collins as NAB president, Mr. Bostic described the new executive as a dynamic and capable leader who can accomplish much if he has industry support.

John F. Meagher, NAB radio vice president, opened the radio code meeting. Following Mr. Bostic, Cliff Gill, KEZY Anaheim, Calif., reviewed the history of the Radio Code since its evolution out of the old radio standards. Charles M. Stone, NAB radio code director, reported on code enforcement and affiliation. Allan Bachman, executive vice president of National Better Business Bureau, thanked broadcasters for their cooperation in curbing false advertising. Robert M. Booth, president of Federal Communications Bar Assn., noted a closer liaison between FCC and Federal Trade Commission and described the proposed FCC program form.

Double-Cross ▪ Adam Young, president of Adam Young Inc., representative firm and chairman of the Station Representatives Assn. trade practices committee, said radio stations "have kicked out the window between $25 and $50 millions of annual business" by double-crossing agency account executives. He criticized the practice of selling time cheaper to clients' representatives than to legitimate agency buyers. He attacked stations using different rate cards.

Leonard Matthews, of Leo Burnett Co., described the work of the broadcast media committee of American Assn. of Advertising Agencies. Recently co-chairman of the joint group, he urged support of the radio code provisions and criticized "the quick-buck boys." He said the public is becoming more critical toward radio and tv. The main sources of irritation, he said, are over-commercialization and "jack-hammer commercials."

The biggest yet

Attendance at the NAB Convention was just over 3,100 (officially registered), an alltime NAB record. In addition there were 1,000 exhibit personnel, 200 assistants at equipment displays and maybe a thousand or two who hitch-hiked around the hotels. Last year's official registration was 2,810.

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Black Tuesday at the NAB convention

MINOW'S ULTIMATUMS TO TV BROADCASTERS JAR DELEGATES

Reports that new, tough broadcast regulation is going to be the way of life of the New Frontier have been emanating from Washington for several weeks. Many broadcasters who were reluctant to believe this had their eyes dramatically opened last week by FCC Chairman Newton N. Minow.

Addressing the Management Conference luncheon of the NAB convention, the 35-year-old chairman—in his first public appearance as head of the FCC—left no room for doubt about his concepts of broadcasting regulation and responsibility. The chairman admitted that he, in a limited sense, was telling broadcasters to "clean up your own house or the government will do it for you." Among his more pointed statements were these:

▪ "I did not come to Washington to idly observe the squandering of the public's airwaves."

▪ "I say to you now: renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license."

▪ "If you want to stay on as trustees, you must deliver a decent return to the public. . . . Gentlemen, your trust accounting with your beneficiaries is overdue."

▪ "I have confidence in your health, but not in your product."

▪ "The old, complacent, unbalanced fare of action-adventure and situation comedies is simply not good enough." Much of today's tv programming constitutes a "vast wasteland."

▪ Tv stations and networks have not tried hard enough to offer the public better programming.

▪ "Is there no room on tv to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence and more violence. Must these be your trademarks?"

▪ "If there is not a nationwide educational television system in this country, it will not be the fault of the FCC."

▪ "I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming. . . . Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies."

▪ "We are going to give the infant pay tv a chance to prove whether it can offer a useful service: We are going to protect it from those who would strangle it in its crib."

▪ "We will put this sleeping giant [uhf] to use. [As a result] we may have a half dozen networks instead of three."

▪ "Television has had its endless hours of mediocrity and its moments of public disgrace. . . . Tv has grown faster than a teen-ager and now it is time to grow up."

Stunned Reaction ▪ Chairman Minow's tough language left his broadcaster audience stunned and indignant (see reaction story, page 37). He did not mince words in his general indictment of the tv industry. He told radio broadcasters that while his speech dealt principally with tv, the aural media was not to think that "we've gone to sleep at the switch."

The chairman was applauded generously when introduced by NAB President LeRoy Collins but the handclapping was polite and restrained at the end. There were smatterings of applause six times during the course of his speech—in the instances when he noted tv's accomplishments.

Text of Minow Speech, page 58

Gross tv revenues for 1960 totaled over $1.2 billion dollars, with profits before taxes of $244 million and an average return on revenue of 19.2%, Mr. Minow stated in discussing the health of tv. The percentage increase of total revenues over 1959 was 9%, he said, with the percentage increase of profits 9.7%. "This, despite a recession," he stressed. "For your investors, the price has indeed been right."

(The figures quoted by the chairman for 1960 were totaled from financial data submitted by stations and networks and usually are not made available until mid-summer. A commission spokesman said last week that final release will not be forthcoming until that time again with a hurry-up total compiled for use by the chairman last week.)

With these figures in mind, the young Chicagoan said that he had confidence in tv's health but not in its product. "I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it," he stressed.

He said that tv should be making ready for the kind of leadership that newspapers and magazines assumed years ago "to make our people aware of their world. . . . History will decide whether today's broadcasters employed their powerful voice to enrich the people or debase them."

Bad Is Awful Bad ▪ Mr. Minow said that when tv is bad, nothing is worse. He challenged the station executive to spend an evening watching his station without any distractions. "Keep your eyes glued to that set until the station signs off," he challenged. I can assure you that you will observe a vast wasteland. . . .

"You will see a procession of game shows, violence, audience participation shows, formula comedies, blood and thunder, mayhem, violence, sadism, murder, western badmen, western goodmen, private eyes, gangsters, more violence and cartoons. And, endlessly, commercials—many screaming, cajoling and offending. And, most of all, boredom. True, you will see a few things you will enjoy but they will be very, very few. And if you think I exaggerate, try it."

He challenged the theory that present over-all programming is aimed accurately at the public taste and cajoled networks and stations to do something about it.

Of children's shows, Chairman Minow said that there are some good ones but that they are "drowned out in the massive doses of cartoons, violence and more violence. Must these be your trademarks?"

The chairman listed these six fundamental principles "which guide me":

(1) The people own the air and broadcasters operate as a public trust. "For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service."

(2) It would be "foolish and wasteful" to resurrect past problems such as payola and rigged quiz shows. "To quarrel over the past is to lose the future."

(3) A belief in the free enterprise system.

(4) An all-out effort to help educational tv.

(5) "Unalterable" opposition to governmental censorship. "There will be no suppression of programming which does not meet with bureaucratic tastes."

(6) A promise to take his job seriously "in my own particular sector of the New Frontier" and not to idly observe the "squandering of the public's airwaves."

He Will Do More ▪ The chairman said that matching promise vs. performance is not enough in the commis-

Continued on page 38

A sampling of Minow's audience reaction

There was no joy in the ballroom of Washington's Sheraton-Park hotel when FCC Chairman Newton Minow addressed the NAB convention last week —as these pictures of delegates, made while they were listening to him, clearly show. When he finished, the broadcasters gave him a round of polite applause and then began talking about what was to be Topic No. 1 for the rest of the convention. The weight of broadcaster opinion of the chairman was hostile, worried or glum. It was rare to hear anyone speak favorably of Mr. Minow's observations. Here is a sampling of comments heard by BROADCASTING staffers after the chairman's speech:

"A young smart alec, needlessly aggressive. How can they program blue-ribbon programs 18 hours a day, 365 days a year?"

"This man has done some studying and is sincere, but he doesn't understand the subject yet. There are good answers to most of his points."

"He certainly speaks well . . . but not of us."

"An unrealistic bureaucrat who wants to change the basic nature of people and institutions."

"We must tell him what we're doing. He doesn't know."

"There's a good chance these thoughtless government officials can destroy an industry."

"It was excellent . . . he dispelled any doubts about his position. Some chairmen haven't been as clear."

"He is correct in warning the industry about its responsibility. But these are the things we're discussing all through this convention."

"He acted like the captain of a slave ship."

"A mixture of arrogance and ignorance."

"A capital 'I' man; what about the rest of the FCC?" (105 capital I's).

"I think Minow's playing politics. I think he's bucking for a bigger government job."

"It will result only in a bad press for the industry."

"I have to admit he's got guts—or else he's pretty naive. Most speakers tell the audience what they want to hear."

"Much of what he said is true. But he could have used more tact. We aren't children."

"A naive young man who has read all the books but hasn't had to meet the payroll."

"I can watch any tv station all day long and enjoy it."

"The only word I have for that speech is censorship and what's worse, it's the sneaky kind of censorship we can't fight."

Continued from page 37

sion's scope of regulation. "I intend to do more," he emphasized." "I intend to find out whether the people care. . . . When a renewal is set down for hearing, I intend wherever possible to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that tv enters to tell you and the FCC what's been going on."

He pointed out that the commission is not going to set rigid guideline and rules for broadcast programming. "Why should you want to know how close you can come to the edge of the cliff?"

Turning to the networks, Chairman Minow said that he was deeply concerned with the concentration of power in their hands. He said that he will press for a speedy conclusion of the four-year-old network investigation and promised "useful results." The networks, he maintained, can start the tv industry on the road to freedom from the dictatorship of numbers.

Network affiliates which refuse offered public affairs programming will be required to explain their reasons, he promised. "The commission should consider such clearance reports carefully when making up its mind about the licensee's overall programming," the chairman said and later maintained that this did not constitute censorship.

There Is Some Good ▪ Television, he said, has had many hours of greatness in its short life "and it has had endless hours of mediocrity and its moments of public disgrace." He praised the coverage of the first American Astronaut's sub-orbital trip. He disclosed that President Kennedy had invited him to ride to Monday's convention session with the Chief Executive and Astronaut Alan Shepard, and during this trip, they discussed tv's tremendous contribution.

Depth of this contribution, he said, can never be measured. "The power of instantaneous sight and sound is without precedent in mankind's history," he continued. "It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities which you and I cannot escape."

AN ELOQUENT SPANKING

NAB President Collins' keynote speech cites broadcasting's faults as well as good points

Gov. LeRoy Collins made an eloquent debut before the NAB membership last week. He told broadcasters at the Monday convention luncheon about his extensive program to build up industry service and prestige and to avoid federal usurpation of industry rights.

The picture he painted of industry weaknesses wasn't pretty but his address was one of the most stirring oratorical achievements in broadcasting history. He wowed the delegates with his delivery though some of his biting criticism apeared to irritate some of them.

His first convention speech covered a broad range of industry subjects—editorializing, research, government regulation, program quality, NAB reorganization, self-discipline, pay tv, ratings and government controls.

Broadcasters' programs leave plenty to be desired, Gov. Collins indicated. There's need for a major research project, more code enforcement and editorializing, he said.

First of all, he said, he figures his new job will be a pleasant one if broadcasters will let him talk straight even if they don't like what he says; if they will equate their interests with the public interest; if they won't let government, film producers, unions, rating services or advertisers impose on them, and if they want to be professional men and not just tradesmen "striving to make every possible dollar."

The combination of entertainment and "a good conveyor belt for information" isn't enough to give the industry its proper professional status, he said, noting that print media enjoy esteem because they take sides by editorializing.

Editorials ▪ At this point Gov. Collins made perhaps the strongest appeal for editorializing within the memory of many broadcasters. He went so far as to blame broadcasting's failure to attain the prestige enjoyed by print media, and the lack of access to public events, on the failure of broadcasters to editorialize.

"If radio and television broadcasters are to achieve full stature, stations must begin editorializing on a widespread basis," he said. "Some stations feel they cannot afford to editorialize. In the present climate, I contend they cannot afford not to editorialize." He said stations that editorialize have found it increases advertising revenue because of the prestige acquired.

His editorializing comments were tied into a discussion of the industry's role in keeping the public informed during a time of peril. "A democracy can remain no freer than its communications media," he observed.

No Handmaiden ▪ American journalism, both electronic and print, must resist any attempt to make it "the unquestioning handmaiden of any government policy," Gov. Collins said, citing "disturbing talk" that the "life-or-death struggle with communism should be fought by abandonment of some of our ideals and concepts of freedom.

"We will do a dread disservice——not only to broadcasting but to the American people and our government——if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100% right in its motives.

"The necessity for a free press—and now free broadcasting—in democracy is that it serves as a completely independent means for supplying the people, from whom all power springs, with the information upon which they base their decisions."

Broadcasting's position on the governmental front is "very high," Gov. Collins said, enjoying "a high degree of respect and confidence from Congress and the executive agencies." He attributed to government an awareness of the industry's self-disciplinary measures, calling for support of the radio and tv codes.

The public is waiting for broadcasting "to measure up to the full stature of its mighty potential," he said, demanding more quality and diversity in programming.

"I do not indict broadcasting now as wholly failing to serve the public interest," he said. "In many important ways broadcasters now respond magnificently to this challenge. But when measured against the range of our po-

What Collins thought of Minow speech

Gov. LeRoy Collins, NAB president, commented to BROADCASTING:

"I believe Mr. Minow is earnestly dedicated in a mission to help get the quality of programming improved. I think he overstated his case to a degree but I think this was due to his zeal and not to any official animosity toward broadcasters.

"I am satisfied that Mr. Minow fully recognized broadcasters must operate in the range of free enterprise and for any professional industry to be free, there must be the flexibility which would allow for failure as well as high success.

"I think that if broadcasters undertake in good faith a determined effort to shore up their weaknesses and improve their product they're going to find Mr. Minow leading the applause."

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tential, there is still much more we can and should do . . . We simply cannot adjust a thinking broadcaster's future with a mediocre program taste."

He said failure to give the public the quality and diversity it wants in programming is not only "a grievous tactical error" but also commits "a canard upon our nation."

Pay-Tv ▪ Gov. Collins cited the danger of pay-tv, which he said could mean "the elimination of free television as we know it." The American people would be the real losers if pay tv came, he said, because there "will be a television fare which will be no improvement over what it is now and the people will have to pay for it." The comments drew cheers from an audience that interrupted him frequently in response to his eloquent observations.

The answer to pay tv, he said, is better broadcast programming. He reminded he had proposed that networks each contribute two weekly hours of "blue-ribbon" tv programming in prime time and called on affiliates to clear the necessary time. Advertisers and agencies are responding in an encouraging way to his appeal for cooperation in program improvement, he said.

Gov. Collins' oratory rose to inflammatory heights as he lashed rating services, calling them "outside agencies that encumber our decisions by a maze of statistics built from scanty facts, the accuracy of which has never been adequately established." He didn't charge rating services with corruption or bad motives but said there was no way of knowing "how near what they report approximates the truth about actual broadcast audiences."

He implied that the report of rating service operations made to the House Commerce Committee was a snow job by the professional statisticians who studied the matter at committee request, saying the report created a pressing need for "further and more searching inquiry." He added, "The fact that the report is written in statistical semantics and does not engage in plain-spoken criticism should not be taken as a clean bill-of-health for broadcast ratings." In addition he charged the report "does not attempt to access the truthfulness of ratings and most of the conclusions upon which recommendations are based point up shortcomings of ratings and are actually critical."

Then he asked, "If the ratings cannot be related meaningfully to the truth of the audiences they seek to measure, what does that leave us?"

Research ▪ This led to another major proposal—that the industry set up an NAB research center. This center should be located near research facilities and broadcasters, possibly on or near a major university campus. "It would be a place to which we could refer the most pressing problems of the industry for assignment to the finest research specialists in the nation," he said.

"Such a center would not have to carry a large overhead—just a modest staff capable of assigning and overseeing the research at the most appropriate laboratories." It might even be self-supporting, he suggested.

Gov. Collins proposed these typical fields of study: validity of broadcast ratings, influence of editorializing, broadcasting of judicial proceedings, maintenance of freedom and responsibility in broadcasting, public service techniques, community relationship, impact of programming, uses of the spectrum, public impact of broadcast advertising.

And he proposed a major study to answer the question, "Where do we go from here in radio?"

He touched lightly on the delicate problem of licensing new radio stations by saying, "Perhaps we should start by seeking to develop some plan for effective birth control in this business."

Gov. Collins promised that broadcasting will take the initiative in Washington and every state capital in legislative matters; perform an imaginative and energetic public relations program, and bring to bear the ablest research available to mold the future of broadcasting.

He said his job is to represent the "composite broadcaster" without favoring any industry element, adding broadcasters will always know where he stands. He said he will have a reorganization plan ready for the NAB board meeting June 12-16 in Washington. This will involve the association's boards, committees and staff structures.

Gov. Collins

Tv group to negotiate with ASCAP named

The working team of the All-Industry Tv Music Licensing Committee was named last Thursday, right after the NAB convention. This will be the group which will do the actual negotiating with ASCAP for tv music licenses.

The executive committee: Hamilton Shea, WSVA-TV Harrisonburg, Va.; John E. McCoy, Storer Broadcasting Co.; Clifford Kirtland, Transcontinent Television Co.; Robert H. Smith, WCYB-TV Bristol, Va.-Tenn.; Payson Hall, Meredith Publishing Co.; William Grant, KOA-TV Denver, and Allen Hartnick, Metropolitan Broadcasting Co. Mr. Shea is chairman of the entire all-industry committee. Charles H. Tower, NAB tv vice president, is secretary of the full committee and of the executive committee.

At the meeting Thursday, the full committee heard a progress report by Mr. Shea and by its counsel. Also delivered was a preliminary fund-raising report which, Mr. Shea reported, looked promising. Mr. Shea also reported on the committee's plans at the tv management session Tuesday afternoon at the convention.

Quality Radio Group gets credo of aims, standards

Quality Radio Group President Scott McLean, WLW Cincinnati, proposed a credo of the aims and standards of the organization last Tuesday at the NAB convention in Washington. One of the purposes of the credo is to inform those stations eligible for membership who are not members that Quality seeks the same goal as they do. Another purpose is to crystallize the ideals of the group for presentation of the Quality Radio Group story.

The 19 member stations will vote on the proposal by mail. Specifications for membership in Quality as proposed: A station must have "broad-spectrum" programming; it must serve the needs and interests of its entire community; it must be the station in its market with the greatest circulation, by virtue of its power and dial position and this market must be one of the top 50 radio markets. The primary qualification, according to Mr. McLean, is that the station exhibit integrity, not only in serving the public interest, but also in its relations with the industry and with advertisers and agencies.

PBC

is proud to be in Broadcasting

We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. **WTTM**, Trenton, N. J.
KVTV, Sioux City, Iowa **WMMN**, Fairmont, W. Va.
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

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Is stereo fm's new stronghold?

THERE WAS MUCH TALK, BUT NO ANSWER TO THIS QUESTION AT NAB

Fm is riding the wave of a new and exciting stimulus — multiplex (mx) stereo.

Less than a month after the FCC's long-delayed approval of an mx system (BROADCASTING, April 24), the nation's fm broadcasters were wondering after two days of intensive investigation if they had

- The gadget that would lead them to riches, or
- One more complicated gimmick that would make life even tougher.

An answer to this dilemma was sought by some 700 broadcasters over the May 6-7 weekend during NAB's Washington convention. It wasn't found, but a healthy exposure of the pros and cons gave individual delegates thinking material for later decision-making.

The questions that popped up during the two-day discussions of National Assn. of Fm Broadcasters and NAB's Fm-Day afternoon covered a broad scope of fm topics, many familiar and some brand new. The new subjects were based on the intricacies and risks inherent in mx stereo.

At several points the discussion seemed to slip into a groove—mx and stereo offer the last frontier in the electronic media world.

For the first time in more than a decade fm broadcasters had the loudly professed support of receiver manufacturers, principally General Electric Co. and Zenith Radio Corp. Both had whipped up last-minute stereo presentations for the convention, riding the promotional wave of FCC system approval.

But even as spokesmen for these two companies were telling NAFMB delegates about their fancy promotional and production plans, some of the fm broadcasters were making it clear they had no intention of spending money for gear that would provide a service reaching very few subscribers. (See technical story page 80.)

An important research project conducted by Young & Rubicam was presented by agency executives. An NAFMB data wheel showed Pulse data from major cities plus audience analyses.

Which Is First? ▪ At the same time manufacturers were explaining they couldn't sell stereo sets and mx adapters unless fm stations pump out stereo programming to feed home installations.

All this led inevitably to: which comes first, the chicken or the egg?

If there was disagreement, it was more than offset by the most enthusiastic audience within fm memory. By the time the two-day fm oratory ended, the big Shoreham Hotel ballroom was bulging with standees hungry for light on the significance of mx stereo.

This shortage of audience space moved Everett L. Dillard, WASH (FM) Washington and chairman of the NAB Committee, to remind broadcasters of a similar scarcity of spectrum space for new fm stations.

Fred Rabell, KITT (FM) Los Angeles, who was re-elected president of NAFMB, led that association's grassroots discussion of fm's problems and how to cope with them. John F. Meagher, NAB radio vice president, was keynoter for the NAB Fm-Day agenda.

A quick stock-taking of fm shows national circulation over the 15 million mark; rising interest among advertising agencies; a selective, high-buying audience; evidence of regional success by fm advertisers; lack of fm assignments in some 40 major cities.

"A big boom in fm," said Mr. Dillard, predicting "further solid and substantial growth." He submitted statistical evidence showing how the size of central cities no longer is a guage of metropolitan area population, explaining how fm's specialized programming was bringing a major expansion in tune-in.

More Questions ▪ If broadcasters were confused by the torrents of fm speeches and statistics, they must have been dazzled by the technical demonstrations shown during the five-day convention period. Major equipment firms beat the clock to provide delegates with operating, prototype and mockup demonstrations. It was all very impressive to these fm broadcasters—most of whom operate in the red —and to non-fm delegates.

Fred Rabell, KITT (FM) Los Angeles (right), was honored with an F-Emmy by the National Assn. of Fm Broadcasters for his service as NAFMB president. Presentation was made by Bill Tomberlin, KMLA (FM) Los Angeles, treasurer.

The delegates had these questions to ponder, with the support of their newfound information:

- What will stereo cost the station?
- What will it cost the listener?
- Is it really an amazing new service or something like fins on an automobile?
- If only a small portion of phonograph records really have very much channel splitting, will new records deserve to bear the name "stereo?"
- Will advertisers buy it?
- Will the public buy it?

All these and many more had many broadcasters puzzled. Before they could get down to serious thinking, they were overwhelmed with one of the greatest programs ever seen by any convention —the combination of President Kennedy and Comdr. Alan B. Shepard Jr., astronaut. At least they knew that fm's circulation is picking up and another 2 million sets and tuners may be added in 1961 to the 1.6 million in 1960 and 1.1 million in 1959.

A Dissent ▪ One equipment maker, Browning Labs., took a direct slap at the FCC's new stereo mx decision, claiming a third of all fm stations depend on subsidiary communications authorizations (SCA) for some of their income. These stations, it was claimed by Gardner G. Greene, president, must go to "great expense" for equipment changes if they go into stereo. Browning emphasized the cross-talk problem and the difficulty of using supersonic control signals to operate receiver switching devices. The firm suggested it's unfair to penalize SCA operators and manufacturers that have helped keep fm alive during development years, for the benefit of large set manufacturers.

There's room for better background music service, said A. H. Bott, RCA broadcast engineering section, if transmission lines and antennas are accurately matched.

Harold L. Kassens, FCC chief of the aural existing facilities branch, said the new mx stereo system was picked by the FCC after a long testing period. He said an fm station may use the system not only for broadcasting stereo but for such other specialized purposes as background music, news, time or weather reports. The system, he ex-

VOLUME II
"FILMS OF THE 50's" NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS!!!!!!!!!

John Steinbeck's

EAST OF EDEN

JAMES DEAN
JULIE HARRIS
RAYMOND MASSEY BURL IVES
JO VAN FLEET ACADEMY AWARD WINNER BEST SUPPORTING ACTRESS
ELIA KAZAN PRODUCTION
PLAY BY PAUL OSBORN

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 6710 Bradbury Lane	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

plained, must function without significant impairment of present fm broadcasting standards.

Ted Kenney, chief engineer of KDKA Pittsburgh, described the station's 28-station network multiplexing fm for Pirates baseball games. Classical music is broadcast at the same time.

A. Prose Walker, retiring NAB engineering manager who joins Collins Radio Co., said NAB considers FCC's mx system decision a sound one and reviewed the field tests. Only about 25% of present stereo records and tapes are fully compatible for nonaural receiving sets, he said, but even so they will provide good listening quality with the approved mx system. "From an engineering standpoint the future of stereo looks good," he said.

The Cost Factor ▪ The multiplex stereo enthusiasm was far from unanimous. A considerable number of fm stations, especially those eking out a bare living, wondered if they should spend anywhere from $1,000 to $4,000 or more to adapt their transmitters to stereo when the audience will be limited—for some months, maybe years.

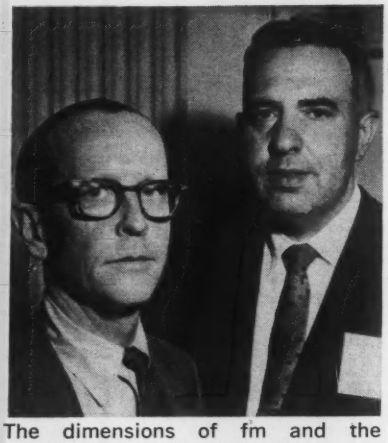
They figured it's tough enough to make a living now with just fm service with or without the support of background music multiplexing or simplexing. "There goes my lunch money," one station operator said as he contemplated the cost of stereo.

And there was another potential headache. This came out of the probable need of modifying present receiving equipment at background music installations to keep out stereo leakage. Neither FCC nor industry technicians were definite about this problem. One important fm operator with a large background music service (over 1,000 subscribers) said it might cost as much as $15,000 or $20,000 for installation of anti-leakage filters. This would include $2 to $5 for the filter and $5 to $15 for a service charge.

Speaking in terms of fm's present format, Shirl K. Evans Jr., WFBM-FM Indianapolis, told the NAB fm session fm "fills a void left by media which cater only to mass tastes." He contended advertising in volume "will come to all of us when we stop apologizing and start to promote positively fm's select audience, its coverage of far-better-than-average prospects."

Set Makers Enthusiastic ▪ Two major manufacturers voiced the set industry's enthusiasm for fm stereo. Leonard C. Truesdell, executive vice president, marketing, of Zenith Radio Corp., and William Clemmens, radio receiver marketing manager of General Electric Co., promised these companies would give fm stereo a big summer and autumn push.

"Before autumn is far along we will make a tremendous effort to sell fm stereo, building the fm audience," Mr. Truesdell said. Manufacturers will have receivers and adapters in 90 days or less. He suggested fm stations broadcast stereo in hours when retail stores are open. "We will advertise new sets on your stations and in other media," he said. Am-only stereo, he said, "is still far away."



The dimensions of fm and the medium's use by Chrysler Corp. were described May 7 at NAB's Fm-Day session by Raymond E. Jones Jr. (1), coordinator of spot broadcast media at Young & Rubicam, and Dr. Frank Mayans Jr., Y&R vice president and associate director of research.

Mr. Clemmens promised GE will promote through dealers and distributors. "Fm stereo has one of the brightest futures in the field of home entertainment products," he said.

"Will stereo halt fm monaural sales?" he asked rhetorically. "I doubt it," he answered. But he added that the public, retailers and distributors must be educated about stereo. He said GE will come out first with stereo consoles and then tuners. Last year, he said, 900,000 stereos were sold without fm and am-fm tuners, 700,000 with tuners. He explained the new GE sets will be out in June, with the entire line carrying built-in stereo or capable of being adapted to stereo.

"We will use fm to advertise this new service," he said, estimating the fm audience at 15 million homes.

Manufacturer estimates placed the cost of stereo adapters on present hi-fi sets at $25 to $40.

Mr. Kassens said the FCC will speed the processing of multiplex applications. No manufacturers have yet submitted information for type acceptance, he said.

Chrysler's Fm Buy ▪ The Y&R study, conducted in 1959, showed that 74% of fm families own their homes; younger and older people are light on fm ownership but middle adult groups own more fm sets; fm ownership is higher among professional and higher prestige job holders than those with average jobs; female homemakers who went to college "are great fm owners"; there is "lots of fm listening" in large cities, the Northeast, wealthy homes and non-farm homes.

"Fm is a medium with the fine capability of reaching a prime market," Mr. Mayans said. The survey was based on a study of 1,364 homemakers. Mr. Mahan said there has been growth in the medium since 1959.

Raymond E. Jones Jr., Y&R coordinator of spot broadcast media, described the Chrysler purchase of QXR Network for Imperial autos as "the first truly important use of fm in the automotive field." He explained Imperial is reaching at prime time the upper income, better educated audience with *The Imperial Press Club.*

"We can't give you any resounding success stories—very frankly we're still getting a variety of comment from dealers—but we do believe that a good deal of pioneering has been done in large-scale fm use and that with your help we can do a lot more," Mr. Jones said.

"Fm can't be all things to all clients, but now that we know something more of its dimensions we're sure you'll share our feeling that it needs an image or an identity to call its own," he said.

Mr. Jones said fm needs a counterpart of Radio Advertising Bureau or Television Bureau of Advertising. He noted fm's inherent flexibility, freedom from network control and its sharply defined audience.

Fm & Agencies ▪ The sales side of fm station operation presented a rather uncertain picture as panel speakers spoke of the difficulty of getting the fm story before major agencies. Frank Gallagher, who heads the Gallagher, Evans & Dill agency in Wilmington, Del., said his office sees an fm salesman only once or twice a week. He then observed, "But we can sell everything on fm." He said agency heads must know how to sell fm to their buyers and clients.

A study by NAFMB showed 43% of fm stations have a national representative. This survey of 212 fm stations, conducted by John B. Knight Co. for NAFMB, showed that 41% of fm stations plan to operate stereo service, with 45% yet to make up their minds (BROADCASTING, May 1). The survey was conducted before the FCC approved the General Electric-Zenith multiplex system.

Two examples of successful fm broadcasting were given. J. R. McLeod, Avco Corp. manager of public relations, research and advertising, advanced development division, told NAFMB how his company had signed in the spring of 1959 for a 26-week trial on Concert Network (fm). Avco wanted to reach scientists and engineers in the industrial complex between Boston and Wash-

...one of the nation's great **influence** stations

KOIN-TV

PORTLAND, OREGON

Channel 6
CBS Television

announces the
appointment of

HARRINGTON, RIGHTER and PARSONS, Inc.

as national
representatives,
effective May 16, 1961

VARIETY - ARB SYNDICATION CHART

VARIETY's weekly tabulation based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable.

Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that tabulation will be found weekly in VARIETY. Coupled with the rating performance of the top ten network shows on the local level, the VARIETY-ARB charts are designed to reflect the rating tastes of virtually every tv market in the U. S.

(*) ARB's Nov.-Dec. 1960 survey covered a multi-week period. Syndicated shows sharing one of the weeks with an alternating or special program could not be properly judged for comparative performance. Therefore, Nov.-Dec. data will be limited to those syndicated shows which played in all weeks.

CLEVELAND

STATIONS: KYW, WEWS, WJW. *SURVEY DATES: FEB. 16 - MAR. 15, 1961.

TOP TEN NETWORK SHOWS RK. PROGRAM—DAY—TIME	STA.	AV. RTG	TOP SYNDICATED PROGRAMS RK. PROGRAM—DAY—TIME	STA.	DISTRIB.	AV. RTG.	AV. SH.
1. My Three Sons (Thurs. 9:00-9:30)	WEWS	45	1. Huckleberry Hound (Mon. 7:00)				
1. Untouchables (Thurs. 9:30-10:30)	WEWS	45	2. Yogi Bear (Thurs. 7:00)				
2. Surfside 6 (Mon. 8:30-9:30)	WEWS	44	3. U.S. Marshal (Fri. 10:30)				
3. Adv. In Paradise (Mon. 9:30-10:30)	WEWS	42	4. Mr. Ed (Sun. 6:30)				
3. Flintstones (Fri. 8:30-9:00)	WEWS	42	5. Death Valley Days (Wed. 7:0				
3. Naked City (Wed. 10:00-11:00)	WEWS	42	5. Quick Draw McGraw (Fri. 7				
4. Real McCoys (Thurs. 8:30-9:00)	WEWS	40	6. Seven League Boots				
5. 77 Sunset Strip (Fri. 9:00-10:00)	WEWS	39	7. Three Stooges (Mon				
6. Hawaiian Eye (Wed. 9:00-10:00)	WEWS	36	8. Tombstone Territo				
7. Lawman (Sun. 8:30-9:00)	WEWS	34	9. Dangerous				

BOSTON

VARIETY, Issue May 3, 1961

HERE'S THE STORY

Rating charts like the one above tell only long shot—because the quiet story of service seldom makes

Television Station WEWS, which caused so much comment of Cleveland's Top Ten Shows, has another Top Ten of its

1. LOCAL LIVE PROGRAMMING. Nearly 30 hours each week — exclusive of news and sports. More than any TV station in the United States, we think.

2. LIVE MUSIC. WEWS affords employment to more local, live professional musicians — and has done so for years and years — than all the radio and TV stations in northeastern Ohio combined.

3. PUBLIC ISSUES ON TV. From its birth almost 14 years ago, WEWS has broadcast literally thousands of separate programs discussing controversial public issues. Naturally it expects to continue to do so.

4. TEN YEARS OF COLLEGE COURSES. WEWS is the station which originated the idea of actual college credit course programs on television. It did so with Western Reserve University cooperation beginning some ten years ago. More than 2000 — almost 2500 — such programs have been telecast by WEWS. They will continue.

5. MORE THAN 1000 PUBLIC SCHOOL TELECASTS. Devotion to our system of public school education is an old, old story to WEWS. For more than ten years WEWS has been virtually an arm of the Cleveland Board of Education. We've lost count of the public school programs we have presented but the figure is over 1000.

THESE ARE THE TOP TEN THE WITHOUT THEM, YOU DON'T HAVE THE REAL

TELEVISION

THE SCRIPPS HOWARD

FIRST TELEVISION STATION TO RECEIVE THE GEORGE

THE RATING BOOKS DON'T TELL

part of the story. They miss the real Cleveland story by a headlines. We've taken this ad to tell it now.

at the NAB convention with its sweep of every single one own. It includes:

6. **ROMAN CATHOLIC SCHOOLS TOO.** Heaven only knows how many years WEWS has been aware of the needs of the Cleveland Diocese, where 1 child out of 4 attends a Roman Catholic Parochial School. For more than ten years our program, "INSIDE THE CATHOLIC SCHOOLS," has been broadcast regularly by WEWS during the school year.

7. **A RECORD OF FAIRNESS.** We have no record of any complaint during all these years from any major faith group concerning our failure adequately to devote time to Protestants, Lutherans, Roman Catholics or Jews. Amazing? And after almost 14 years of consistent operation in this field.

8. **MEN WHO KNOW VIEWING-AREA NEEDS.** No wonder the WEWS staff knows and feels the needs of the area this station serves. Almost two thirds of its staff-members were born in this area. Their average actual residence (except for military service) is 27 years.

9. **PROGRAM PEOPLE BORN AND RAISED HERE.** Of 35 program staff people, including newscasters, almost half were born, raised, went to school in the area we try to serve.

10. **EXECUTIVES WITH EXPERIENCE.** The top 15 executives and department heads of WEWS have been employed steadily by WEWS for the perhaps incredible average of more than 13 years each. By now they should know the needs and desires of their area. We think they do.

NOSE-COUNTERS MISSED.

WEWS STORY—*The Story of Program Balance.*

STATION WEWS

STATION IN CLEVELAND

FOSTER PEABODY AWARD FOR LOCAL PUBLIC SERVICE.

Officers and directors were elected in Washington May 6 by the National Assn. of Fm Broadcasters. Front row (l to r): Fred Rabell, KITT(FM) San Diego, Calif., re-elected president; T. Mitchell Hastings Jr., Concert Network, vice president; Bill Tomberlin, KMLA(FM) Los Angeles, treasurer; Lynn Christian, KHGM(FM) Houston, secretary.

Back row (directors): Raymond Hard, WBMI(FM) Meriden, Conn.; John Reynolds, WJBR(FM) Wilmington, Del.; Will C. Baird Jr., WFMB(FM) Nashville, Tenn.; Robert A. Hinners, WFLM(FM) Fort Lauderdale, Fla.; Shirl K. Evans Jr., WFBM-FM Indianapolis; William G. Drenthe, WCLM(FM) Chicago; David Green, KXTR(FM) Shawnee, Kan., who later was declared ineligible, requiring a mail election; Arthur K. Crawford, KCBH (FM) Beverly Hills, Calif.; Jack R. Kennedy, CFRB(FM) Toronto, Ont. NAFMB named Spearman & Roberson, law firm, to serve as its Washington contact.

That was building an audience the hard way. Since then fm has developed steadily, and its present status was shown in the Y&R and Pulse data. If the enhanced enthusiasm at the weekend of fm discussions is a criterion, the medium will continue to grow.

Mr. Rabell led development of NAFMB from nothing to its present impressive size. NAFMB is getting a Washington connection; soon, it hopes, an office will be opened in New York and promotional and sales functions of an fm-wide nature will be performed.

ington as part of its recruiting campaign and to gain prestige in this above-average audience. Programming was based on Boston Symphony concerts and stock market analyses. Each six months the package has been renewed .

Three success stories of cooperative promotion of fm in cities were narrated at the NAB session by Raymond S. Green, WFLN-FM Philadelphia; Chris Stolfa, KCMO-FM Kansas City, and Dave Morris, KQUE (FM) Houston. In Philadelphia, Mr. Green said, fm sets rose from 42.8% last fall to 52.3% in April of this year. In Kansas City the largest newspaper and fm dealers joined the promotion and billboard advertising was used in a co-op program. The campaign will be repeated this year. Mr. Morris said the Houston drive included an fm set drive at Christmas, bringing the sale of 43,000 sets during the holiday.

The three speakers detailed the results of their joint endeavors to promote the medium. Mr. Green yarnspinning with a tale about a pair of dogs at his home a decade ago. "I named them F and M," he said, "and made the children holler 'Here F, Here M, FM, FM!' " He added, "Soon I had a dozen listeners."

Clears restate stand against daytimer moves

Opposition to the efforts of daytime broadcasting stations to obtain longer hours through congressional legislation was re-emphasized by the Clear Channel Broadcasting Service, which met last week in Washington in conjunction with the NAB convention.

Reed Rollo and Russ Eagan, Washington counsel for CCBS, reported to the membership on Washington activities which have affected the organization during the past year. Emphasis was placed on the present status of the clear channel case at the FCC (CLOSED CIRCUIT, May 8).

Edwin W. Craig of WSM Nashville was re-elected chairman of the CCBS board, and the following board members were re-elected: Treasurer Harold Hough, WBAP Ft. Worth; James D. Shouse, WLW Cincinnati; Victor A. Sholis, WHAS Louisville, and Ward L. Quaal, WGN Chicago. Representatives of 12 member stations, plus executives of two non-member clear channel outlets, attended the meeting.

MBS closed circuits cover NAB events

Mutual presented a series of special closed circuits throughout the NAB convention last week to supply its affiliates with newscast material covering convention news developments and to keep absent affiliates posted on what was going on.

Victor C. Diehm of WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, made brief reports daily on the closed circuits, which also included wrap-ups by broadcasting business press editors, highlights of convention speeches, quotations from seminars and digests of engineering reports. Mr. Diehm said 370 MBS stations were using the material as inserts in their local newscasts.

In one of his closed-circuit reports Mr. Diehm characterized the convention as radio's "greatest shot in the arm in the past decade." He also said FCC Chairman Newton Minow's sharp criticism of television showed indirectly "how radio has grown up and come of age." Actually, he said, "most of the biting criticisms hurled by the chairman are practices from which radio to a great extent suffered but . . . has outgrown." He cited the closed-circuit reports themselves, which he said were unique in network history, as evidence of radio broadcasters' "public interest thinking." In this way, he said, "the entire public could be aware of what's in store for them from their broadcasting receivers."

DBA to tell FCC about its 'peculiar' problems

The Daytime Broadcasters Assn. last week authorized a formal filing of comments before the FCC, stressing the "peculiar" programming problem its member stations face.

In its meeting at the NAB convention, DBA said the commission is using "old rules" in its programming concept—making it difficult for the small community broadcaster to meet his public service obligations. Further, the group said, in no other area of broadcasting is a station's schedule altered by as much as six hours per day (sunrise-sunset changes and daylight saving time).

Winter months — shortest broadcast days of the year—place an "impossible" burden on the daytime broadcaster if he is to maintain both of his obligations—financial and the public interest—Benedict Cottone, counsel for the DBA said. The group favors a straight 6 a.m.-6 p.m. operation and is continuing its efforts in backing seven different rulemakings with this provision now pending before the FCC.

Advertisers and agencies Minow fans

MOST POINT TO NETWORKS AS CULPRITS BUT SOME BLAME BROADCASTER

A surprisingly vocal advertising and agency response greeted FCC Chairman Newton N. Minow's address. Most of the executives who commented last week agreed at least in part with the FCC chairman, only a few expressing doubt as to the wisdom of the speech.

Much agency comment—forcefully represented by Lee Rich, senior vice president of Benton & Bowles—placed the blame on the networks for the programming picture painted by Chairman Minow.

Kicked Too Hard? ▪ Many agency men felt Mr. Minow used shock treatment to get over a point. As Young & Rubicam President George H. Gribbin saw it: (he also has been active in battling ABC proposals for 40-second station breaks in prime time) Mr. Minow touched all the bases but may have "kicked some of them harder than they deserved."

Another agency president, S. M. Ballard of Geyer, Morey, Madden & Ballard, noted that someone was "bound to sound the gong on television" and thought it "fortunate" the FCC chairman was the man to do it.

Tv advertisers were more reluctant to comment: One exception was AT&T, which itself is strictly regulated by the commission:

"I don't think our science programs or *Bell Telephone Hour* are what he's talking about," AT&T's advertising assistant vice president, James V. Ryan, said, conceding that he probably read newspaper accounts of the Minow speech more casually than some. Mr. Ryan believes, however, that "the kind of advertising we do speaks for itself. You know, each person to his own."

Leslie C. Bruce Jr., director of advertising and promotion, Purex Corp., South Gate, Calif., told BROADCASTING, "I believe Chairman Minow's criticisms reflect the feelings of many persons connected either directly or indirectly with the television industry. Certainly, advertisers can be of material assistance in the revitalization efforts called for by the chairman through their willingness to support better programming. In so doing, they might be pleasantly surprised to find that a greater serving of the public interest could simultaneously serve their own business interest."

"Purex sponsorship of public service and adult programming over the past year-and-a-half is a matter of record and, I believe, has demonstrated that, even in a highly competitive business, an advertiser can sponsor so-called quality programming and fare very well at the same time."

Trend Upward ▪ Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, said, "Mr. Minow made some very statesmanlike comments. Certainly much of what he said is true and the recent trend toward better programming, with such things as *CBS Reports* and others, are typical of the direction that this power-

AMST board of directors meets

At the board of directors meeting of the Assn. of Maximum Service Telecasters in Washington (see story, page 62), in advance of the association's annual membership meeting: (front row l to r) Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Jack Harris, KPRC-TV Houston, president; Donald D. Davis, KMBC-TV Kansas City; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer; (second row) C. Howard Lane, KOIN-TV Portland, Ore.; Carl J. Meyers, WGN-TV Chicago (term expired); Lawrence H. Rogers II, Taft Broadcasting Co., second vice president; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; Harold Hough, WBAP-TV Fort Worth; Lester W. Lindow, executive director; Edgar F. Czarra Jr., legal counsel; David C. Moore, Transcontinent Television Corp.; (third row) John H. DeWitt Jr., WSM-TV Nashville; Edwin K. Wheeler, WWJ-TV Detroit; C. Wrede Petersmeyer, Corinthian Stations; Ward L. Quaal, WGN-TV Chicago; Ernest W. Jennes, legal counsel; Henry E. Rhea, chairman of the technical committee; John S. Hayes, Washington Post Broadcast Div.; Joseph P. Epperson, WEWS (TV) Cleveland; Howard T. Head, engineering counsel; Arch L. Madsen, formerly assistant executive director, now with KSL-TV Salt Lake City; Charles C. Bevis Jr., assistant executive director. Not pictured board members are Harold Grams, KSD-TV St. Louis; James M. Moroney Jr., WFAA-TV Dallas; D. L. Provost, Hearst Stations: Harold C. Stuart, KVOO-TV Tulsa, and Roger Clipp, Triangle Stations.

Television's biggest average audiences day and night.
More of television's most popular programs than the other two networks combined.
Biggest average audiences in every category of evening entertainment.
More of the Top Ten new programs than the other two networks combined.
The largest investment by advertisers in any television network.

response...and

When the television screen lights up the faces of the nation's viewers at the start of each new season the big question facing the network broadcaster is: how will they respond? This is the moment of truth, for the measure of their response is the measure of how effectively the broadcaster has discharged his responsibility to the varied needs and interests of his vast audience. By this measure, one network stands out at season's end. It has provided viewers with the kind of entertainment they like best. And it has done so by presenting programs of the highest quality in the most evenly balanced schedule in all broadcasting.

Its superb comedy and variety have filled the nation's homes with laughter and delight. Its dramas, mysteries, and westerns have captivated millions week in and week out. Its presentations of great music through the New York Philharmonic symphony orchestra have enriched the lives of young and old. Its distinguished public affairs programs have won both the acclaim of critics and the industry's major awards. Through such programs as *The Twentieth Century, Eyewitness to History, Face the Nation, The Great Challenge,* and *CBS Reports,* it has illuminated the forces and personalities that shape our times and foreshadow our future.

CBS TELEVISION NETWORK

Audience data: Nationwide Nielsen reports, Oct 1960 – 1 April 1961. AA basis; evening, 6-11 pm; daytime, Monday-Friday, 7 am-6pm; Advertising expenditures: Leading National Advertisers, 1960.

responsibility

By constantly striving to present the finest programs of every kind, the CBS Television Network has earned the response of audience, critic and advertiser alike...and thus has demonstrated its responsibility as a broadcaster.

Local TV Program Exercises Prerogative, Gets Syndicated

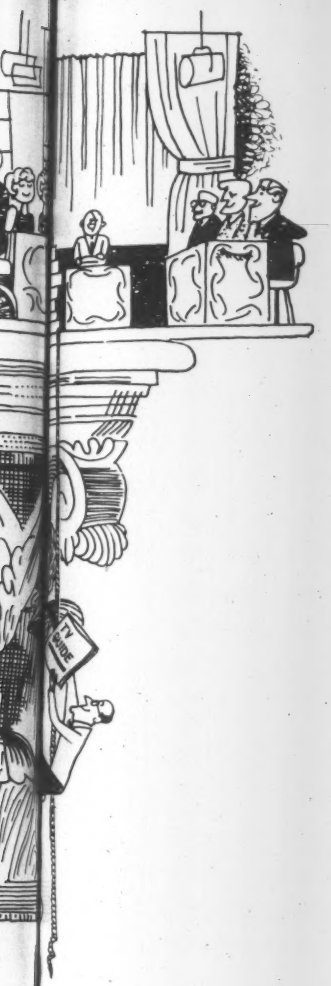
"It's so much easier to exercise when you have company," wrote one active member of the growing Debbie Drake audience—and thereby hangs the tale of a local success that became international. Debbie, a physical fitness expert who preaches what she practices, *provides* good company. For 15 minutes a day her intensely participating audience does knee bends, scissor kicks and assorted dips, twists and turns at home—with Debbie's television supervision.

The first Debbie Drake show was produced at WISH-TV, Corinthian's Indianapolis station, in January, 1960. It was an overnight, overweight success. Syndicated, Debbie is now dishing out calorie counsel and beauty tips in 56 U. S. markets —and overseas. She has been featured in *TV Guide*, *Parade*, the *New York Sunday News*, and other publications. "To Tell the Truth" and "What's My Line" enjoyed visits. *Esquire* is quoting her advice in a book on exercise and diet. Her syndicated newspaper column starts this fall.

Living, breathing, beautiful proof of the merits of exercise and wholesome diet, Debbie is also proof of Corinthian's belief in the merits of local programming, the encouragement and provision of facilities for local talent in all our markets. In Debbie's case, we didn't start out to build a syndicated show; we just wanted a well-rounded local program. Things got nicely out of hand.

Responsibility in Broadcasting

THE CORINTHIAN



KOTV
TULSA
KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM
INDIANAPOLIS
Represented by H-R
STATIONS

ful young medium must go. The public deserves respectful, thoughtful programming and our culture deserves it." The Johnson Wax official said such improved programming "can be good for advertising too, because what is good for the people can be good for advertising."

For the most part, however, the agencies talked for their clients.

Mr. Rich thought Mr. Minow's speech was "great" and that the chairman was to be "complimented" for delivering it.

Networks Blamed ▪ Program responsibilities, he said, are in "three men's hands (ABC-TV, NBC-TV and CBS-TV) and as long as these responsibilities are in their hands we will have these 'things' (the critical areas cited by Mr. Minow)." His solution: "Open the program field to all who are qualified —not only to networks, but to packagers and the agencies."

Mr. Rich said Mr. Minow's remarks should have been pointed directly to the heads of the three networks. He estimated only nine out of more than 100 shows slated for next season are agency or advertiser created. "I don't say that advertisers are lily white, but the sameness in programming stems from this. Nobody but the networks is given a chance." Mr. Rich complained that an agency with a show other than a network-controlled program has its "hands full in trying to get it on the air."

Mr. Gribbin, of Young & Rubicam, said "Mr. Minow made a fine, pertinent talk," then added the observation about kicking some of the bases harder than they deserved. "I agree with Mr. Minow that there can and should be a lot more good programming, but I do not think television is quite as vast a wasteland as he pictures it. I was glad to hear him explain later in the talk that what he was expressing was the need for better balance in programming.

"Anything that will encourage television stations to meet their full responsibilities to the public—for both programming and advertising—is bound to be not only in the public interest but also in the best interest of television itself."

S. M. Ballard, president, Geyer, Morey, Madden & Ballard—"Someone, somewhere, sometime, was bound to sound the gong on television as constituted in its present state, including drab programming, crass multi-spotting of commercials, and the latest selfish 10-second grab of additional commercial time. It is fortunate for the public, for advertising, and for the television industry itself that the 'someone' should be of such authority as the chairman of the Federal Communications Commission; the 'somewhere' the NAB convention; and the 'sometime' now."

Welcomes Criticism ▪ Emil Mogul, president, Mogul, Williams & Saylor—With one reservation, I welcome Mr. Minow's remarks on the future of television. For the past four or five years, I've been a voice in the wilderness, and it's good to have such distinguished company joining me in a warning to television interests. Mr. Minow's warning is clear enough—government intervention unless a far more balanced programming diet and the elimination of commercial abuses are forthcoming.

"My one reservation is his extreme position with respect to current television fare. There are too many worthwhile programs to be dismissed lightly. Although the commissioner might have been exaggerating to underscore his point, I cannot agree that television deserves to be termed 'one vast wasteland.' But I do hope his is one warning that will not go unheeded."

Robert L. Foreman, executive vice president in charge of creative services, BBDO—"We at BBDO are most enthusiastic about Mr. Minow's comments. For 10 years we have been advocating the kind of superior television

Tv Pioneers (broadcasting's 40 & 8) meet again

The Society of Tv Pioneers, a slightly-organized collection of broadcasters who rally once a year to the cry of "We ain't got no noble purpose," held its annual meeting last week during the NAB convention. It was pronounced a highly successful meeting in which some 40 members ate breakfast, heard a speech that claimed to prove George Washington was born in Texas, were told that there were 175 paid-up members on the roster and some money left in the till, re-elected officers, had another cup of coffee and adjourned. W. D. (Dub) Rogers of KDUB-TV Lubbock, who wore a periwig and delivered a speech which proved to his own satisfaction that George Washington was of Texas descent, was re-elected president, along with John E. Fetzer of WKZO-TV Kalamazoo, Harold Hough of WBAP-TV Fort Worth and Cambell Arnoux of WTAR-TV Norfolk as first, second and third vice presidents, respectively, and Glenn Marshall Jr. of WJXT (TV) Jacksonville as secretary-treasurer. The society meets once during each NAB convention for fun, food and a report on its rather aimless purposes.

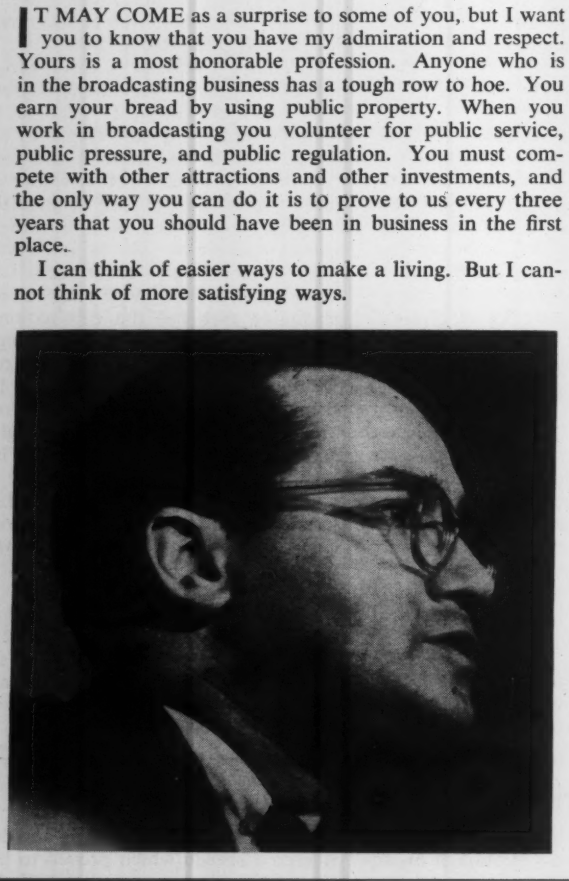
Minow observes 'a vast wasteland'

WARNS BROADCASTERS 'MUST DELIVER A DECENT RETURN TO THE PUBLIC'

FCC Chairman Newton N. Minow told 2,000 persons attending the 39th Annual Convention of the National Association of Broadcasters that he had detected an advance nervous apprehension about what he might say in this, his maiden speech since taking office March 2. Then, after limiting his remarks to television, he proceeded with a severe criticism of programming, labeling it a "vast wasteland." He declared that he was "unalterably opposed to government censorship" but demanded that broadcasting be improved. Following is a condensed version of the text of the FCC chairman's speech.

IT MAY COME as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place.

I can think of easier ways to make a living. But I cannot think of more satisfying ways.



I admire your courage—but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as trustees for 180,000,000 Americans. The public is your beneficiary. If you want to stay on as trustees, you must deliver a decent return to the public—not only to your stockholders.

Industry's State of Health

As to your health: let's talk only of television today. 1960 gross broadcast revenues of the television industry were over $1,268,000,000; profit before taxes was $243,900,000 an average return on revenue of 19.2%. Compared with 1959, gross broadcast revenues were $1,163,900,000, and profit before taxes was $222,300,000, an average return on revenue of 19.1%. So, the percentage increase of total revenues from 1959 to 1960 was 9%, and the percentage increase of profit was 9.7%. This, despite a recession. For your investors, the price has indeed been right.

I have confidence in your health. But not in your product. It is with this and much more in mind that I come before you today.

I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it.

Above all, I am here to uphold and protect the public interest.

What do we mean by "the public interest"? Some say the public interest is merely what interests the public. I disagree.

So does your distinguished president, Governor Collins. In a recent speech he said, "Broadcasting to serve the public interest, must have a soul and a conscience, a burning desire to excel, as well as to sell; the urge to build the character, citizenship and intellectual stature of people, as well as to expand the gross national product. . . . By no means do I imply that broadcasters disregard the public interest. . . . But a much better job can be done, and should be done." I could not agree more.

Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership. Ours has been called the jet age, the atomic age, the space age. It is also, I submit, the television age. My subject today is the television industry and the public interest.

Like everybody, I wear more than one hat. I am chairman of the FCC. I am also a television viewer and the husband and father of other television viewers. I

programming that he has proposed.

"Many of our client shows on the air have demonstrated BBDO's attitude. These include *Armstrong Circle Theatre, The DuPont Show of the Month, The General Electric Theater, The United States Steel Hour* and such local programs as *Biography of a Rookie, The Story of St. Patrick* and *Now, Nigeria.*

Good for Public ▪ "We believe that wise sponsorship and good television are compatible and that what is good for the public is also good for advertising."

Richard A. R. Pinkham, director and senior vice president in charge of broadcasting operation, Ted Bates—"Mr. Minow made a darn good speech." It was a "constructive one" that avoided the common pitfalls and he applauded the "cause of action" outlined by Mr. Minow. Mr. Pinkham was particularly interested in the FCC chairman's plan for community hearing on tv license renewals. "I'm all for it," he declared. "I think the public should always be heard and if we can hear from them in a way other than through ratings or letters, so much the better." He went on to say that Mr. Minow might be surprised by the reactions of the public. "He may find that the public likes the current state of programming," Mr. Pinkham said. "The important thing is it will give the public a chance to be heard."

Harry G. Ommerle, senior vice president of Sullivan, Stauffer, Colwell & Bayles—"terrific, forthright, informed, authoritative, constructive." It was a great statement of aims in this agency-

have seen a great many television programs that seemed to me eminently worthwhile, and I am not talking about the much bemoaned good old days of *Playhouse 90* and *Studio One*.

I am talking about this past season. Some were wonderfully entertaining, such as *The Fabulous Fifties,* the *Fred Astaire Show,* and the *Bing Crosby Special;* some were dramatic and moving, such as Conrad's *Victory* and *Twilight Zone:* some were marvelously informative, such as *The Nation's Future, CBS Reports,* and *The Valiant Years.* I could list many more—programs that I am sure everyone here felt enriched his own life and that of his family. When television is good, nothing—not the theatre, not the magazines or newspapers—nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western badmen, western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Is there one person in this room who claims that broadcasting can't do better?

Little Promise Next Season

Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action-adventure," situation comedy, variety, quiz, and movies.

Is there one network president in this room who claims he can't do better?

Well, is there at least one network president who believes that the other networks can't do better?

Gentlemen, your trust accounting with your beneficiaries is overdue. Never have so few owed so much to so many.

Why is so much of television so bad? I have heard many answers: demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestionably, these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them.

My concern with the rating services is not with their accuracy—it's been their use.

Certainly, I hope you will agree that ratings should have little influence where children are concerned. The best estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School. What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? What about adult programming and ratings? In television —where your responsibilities as public trustees are so plain, the moment that the ratings indicate that westerns are popular there are new imitations of westerns on the air faster than the old coaxial cable could take us from Hollywood to New York. Broadcasting cannot continue to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

As you may have gathered, I would like to see television improved. But how is this to be brought about? By voluntary action by the broadcasters themselves? By direct government intervention? Or how?

Let me address myself now to my role not as a viewer but as chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

First: the people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce. But there is no chip on my shoulder.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. If there is not a nation-wide educational television system

Continued on page 60

man's opinion, one that "bodes well for the industry if he follows through."

Tv Watcher ▪ "I think he knows what he's talking about. It's obvious he has been watching tv," Mr. Ommerle said. You have to set goals very high to accomplish anything, and this "should lead to good things." Every industry has its abuses and the sooner you get cleaned up the better, Mr. Ommerle believes. The criticism applies to everybody who has anything to do with television, according to the SSCB executive, who thinks it merits the attention of all.

Arthur E. Duram, senior vice president and radio-tv director, Fuller & Smith & Ross—Mr. Minow's knowledge of the television business is "suspect. He is obviously not familiar with the scope of tv. He should learn what is good and what is not good" in programming before he comments. Although the chairman referred to some "mediocre" shows as examples of good programming, Mr. Duram feels the new FCC chief has "good ideas, too."

Newman F. McEvoy, senior vice president, Cunningham & Walsh—It was a "dramatic presentation that ought to be good for everybody," because of "that great tonic effect of shaking us up." One reservation: "I am a little perturbed with the suggestion that all of us involved—and their advertiser clients—are somehow or other guilty because of the fact that the rule book isn't properly worded.

Rule Changes ▪ "There is a dangerous element there. The game of football involves changes in the rules from time to time. These are made under athletic

MINOW OBSERVES 'WASTELAND' continued

in this country, it will not be the fault of the FCC.

Fifth: I am unalterably opposed to governmental censorship.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. I intend to take the job of chairman of the FCC very seriously. There will be times perhaps when you will consider that I take myself or my job *too* seriously.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed *pro forma*. I say to you now: renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

Do the People Care?

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I hope that these hearings will arouse no little interest.

The FCC has a fine reserve of monitors—almost 180 million Americans gathered around 56 million sets. If you want those monitors to be your friends at court—it's up to you.

What I've been saying applies to broadcast stations. Now a station break for the networks:

You know your importance in this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than three-fourths of the available hours.

You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why.

We have approved an experiment with pay tv, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television. The questions surrounding pay tv are largely economic. The questions surrounding uhf are largely technological. We are going to give the infant pay tv a chance to prove whether it can offer a useful service; we are going to protect it from those who would strangle it in its crib.

As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf. We may have a half dozen networks instead of three.

I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: with more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public.

International television will be with us soon. No one knows how long it will be until a broadcast from a studio in New York will be viewed in India as well as in Indiana, will be seen in the Congo as it is seen in Chicago. We cannot permit television in its present form to be our voice overseas.

Time for Wider View

I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view.

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

Television in its young life has had many hours of greatness—its *Victory at Sea*, its Army-McCarthy hearings, its *Peter Pan*, its *Kraft Theater*, its *See It Now*, its *Project 20*, the World Series, its political conventions and campaigns, The Great Debates—and it had its endless hours of mediocrity and its moments of public disgrace. The power of instantaneous sight and sound is without precedent in mankind's history. This is an awesome power. It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities, responsibilities which you and I cannot escape.

Ladies and Gentlemen: Ask not what broadcasting can do for you. Ask what you can do for broadcasting.

I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

Do this, and I pledge you our help.

association auspices. The next season coaches and players conform, but no suggestion is made that plays in the 1960 season were criminal because they were made under the old rules.

"I don't suggest that criticism is not needed. Again, I welcome the tonic effect of Mr. Minow. It is positive and made from a detached perspective, all in all very good, except for that one matter of timing."

Jerome F. Feniger, television vice president of Cunningham & Walsh—"It is my judgment that Chairman Minow will make a splendid contribution to broadcasting in this country . . . operators of television stations must realize that their obligation to the viewing public is stronger and more important than their obligation to stockholders. Also, his statement that local station licenses will not be renewed on a pro-forma basis is worthy of praise."

Henry G. Fownes, vice president and

YOU MAY NEVER APPEAR IN 159 MOVIES*—

BUT... WKZO-TV Results Make You A "Star" In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes				
	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

**Samuel Hinds appeared in 159 films, more than any other American actor.*

Almost every home in the Kalamazoo and Grand Rapids market is a "theater" for WKZO-TV—and this market is *important* to you!

For example, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U.S. between now and 1965. As a result, WKZO-TV's dominant position is even more important. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 1 p.m.-Midnight (NSI—Oct. 17-Nov. 13, 1960)!

You can *sell* in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.* *Sources: Sales Management Survey of Buying Power, and NSI for Kalamazoo-Grand Rapids.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

supervisor, network tv programs and sales, MacManus, John & Adams Inc., New York—"I agree with Mr. Minow in his analysis of the problems we're suffering in programming, but his statement is lacking on how to alleviate the problems. I can't agree with him about holding public meetings when a station's license is questioned. The broadcaster can't win that way." He said Mr. Minow's proposal for public meetings is "naive." Mr. Fownes added: "The broadcasting business needs some shock treatment. I'd say that Mr. Minow's speech was constructive rather than destructive."

Fears No Change ▪ Don Trevor, tv & radio director, Doyle Dane Bernbach, "It was a forceful and excellent speech. I was pleased to see somebody in a high government post take such a stand. The only thing I'm afraid of is that broadcasters will agree with him but not change a thing."

George Bolas, vice president and director of media for Tatham-Laird, Chicago—Mr. Minow's determination to improve broadcasting "is a good thing, but I think he failed to be selective enough in his criticism. He used too broad a brush." Mr. Bolas said too many innocent broadcasters could get hurt in the process. He explained that Mr. Minow "should use a rifle and not a shotgun. What he's trying to do now is an unnecessary operation on a lot of healthy people."

Louis J. Nelson, senior vice president and director of marketing, Wade Adv., Chicago—"The emphasis and scrutiny that Governor Collins and FCC Chairman Minow intend to make on ratings is welcome, because anything that adds to the validity of the yardsticks that we are making judgments from will ultimately be helpful to our advertising effectiveness."

Appropriate Settings ▪ Robert J. Stefan, vice president, BBDO, Hollywood—"Everyone who has ever taken a program to a network, complete with sponsor, and then has been unable to get it on the air because it did not fit the network format for programming against the competition, will have a great deal of sympathy with Mr. Minow's remarks. We at BBDO, and I'm sure it's true at every responsible agency, want to put our client's advertising messages into appropriate program settings, like *Lassie* for Campbell Soup, but the networks are making this harder and harder. Sure, numbers are important and every advertiser wants to reach as many people as possible with his commercials, but the impression he makes when he reaches them is equally important."

George Allen, tv business manager, Guild, Bascom & Bonfigli, Hollywood —"Mr. Minow's remarks reflect pretty clearly the deep feeling of the public toward the programming trend of television and radio. He indicates the broadcasting industry has adopted the attitude that the public can have anything it most desires and that the industry has abdicated its responsibility for the quality of programs transmitted. It is like letting your child educate himself with comic books rather than textbooks simply because he prefers comic books. This attitude has developed because of the fierce competition between networks for ratings. In order to correct this situation, we must direct our creativity to constructive forms rather than slavishly following destructive forms simply to guarantee a buck!"

Robert L. Dellinger, vice president-general manager, Grant Advertising, Los Angeles—"Mr. Minow is to be congratulated for laying the blame for poor tv standards at the feet of the chief perpetrators—the broadcasters. And his remarks could well have been broadened to include radio broadcasters—the deans of the rating-book school of sales philosophy. There are too many examples of broadcasters shoving aside good, meaningful programing for trite 'entertainment.' As a matter of fact, I can direct him to a very recent example which occurred in Washington. A radio station replaced a daily science engineering news program with pop music. The action by the station's management in this situation clearly underscores the points made by Mr. Minow, since the agency, the client and the audience served were well pleased with the program and its broadcast time. The station's point of view was that the program did not serve a wide enough audience (hence rating points) even though they knew when they accepted the program that it was not intended for mass appeal."

Walter Bunker, vice president Young & Rubicam, Hollywood—"Mr. Minow should approach tv with reverence—it gave him his job by electing his boss."

"His problem is the problem of all broadcasters—giving the people what they want—not necessarily what he thinks they should have."

Get Religion ▪ David Mathews, vice president and director of broadcast activities, Fuller & Smith & Ross, Los Angeles—"For those who feed at the trought of the broadcast industry, Chairman Minow's words had the sobering sounds of a revival meeting. Those without sin should rejoice but the transgressors should have pause to repent and reform, for the Day of Judgment may lie dead ahead in the unmistakable form of pay tv. While it is healthy to be mindful of the public trust, it is indeed unfortunate we must be reminded in terms of 'fire and brimstone.'

"Obvious as it may sound, the concept of good advertising is compatible with imaginative, non-violent programming. Even as Mr. Minow's words fade away, you can hear the voices of millions of television viewers who have turned off their sets in boredom or disgust changing a solemn amen."

WANTED:

Annc'r-writer; double five voices, incl. female. Must write & speak expertly on topics for women's prgmming incl. household adv., child care, menus, etc.; never late or sick; min. salary $3.00 a day; no vacations.

Fantastic?
See page 81

MILEAGE SEPARATIONS

AMST restate opposition to breakdowns at meeting

The Assn. of Maximum Service Telecasters, meeting some 200 strong in Washington last week, reaffirmed its fight against any breakdown in required mileage separations in tv channel assignments.

The existing plan of tv allocations has permitted the development of an effective nationwide tv system and has fostered the development of three strong and competitive networks, Ernest W. Jennes, AMST general counsel, told the membership. He said the "mistaken notion" that there is a critical lack of competition in tv today has resulted in a widespread tendency to blame allocations for programming and other problems.

Lester W. Lindow, AMST executive director, emphasized the importance to farm groups of the present wide area service of tv stations. He said scores of short mileage separation proposals have

what qualities . . .

do you look for in hiring salesmen?

A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

been made to the FCC totaling more than 8,500 miles but that only six have been granted of less than the minimum channel separations, totaling only 18½ miles.

Mr. Lindow also warned of the danger to broadcasters in proposed rules of the Federal Aviation Agency which would declare every radio-tv tower more than 170 feet high a hazard to air navigation. "Such rules," he said, "would have the practical effect of giving the FAA, rather than the FCC, the power to determine the height and location of tv towers."

The executive director reviewed the various continuing projects of the association. He said AMST's technical budget is the highest ever, most of it to be earmarked for participation in the FCC's New York uhf experiment. AMST's position—that the present vhf channels must be retained unimpaired by short separation drop-ins and that the best way to accommodate future tv expansion is to utilize uhf side-by-side with vhf—was reiterated.

To facilitate the use of uhf, Mr. Jennes said AMST will "vigorously" support the FCC's efforts to secure legislation requiring manufacturers to produce all-channel receivers.

Harris Again ▪ Jack Harris of KPRC-TV Houston was unanimously re-elected AMST president. Others re-elected include First Vice President Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Secretary-Treasurer Harold Essex, WSJS-TV Winston-Salem, N. C., and Assistant Secretary-Treasurer Lindow. Lawrence H. Rogers II, Taft Broadcasting Co., was elected second vice president, replacing Don Davis, KMBC-TV Kansas City.

Elected to the board of directors: Messrs. Harris, Davis, Essex, Crutchfield, Rogers, Lindow, John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, WEWS (TV) Cleveland; Harold Grams, KSD-TV St. Louis; John S. Hayes, Washington Post Broadcast Div.; Harold Hough, WBAP-TV Ft. Worth; C. Howard Lane; KOIN-TV Portland, Ore.; David C. Moore, Trans-Continent stations; James M. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Stations; D. L. Provost, Hearst stations; Ward L. Quaal, WGN-TV Chicago; Harold C. Stuart, KVOO-TV Tulsa; Roger Clipp, Triangle stations, and Edwin K. Wheeler, WWJ-TV Detroit. All are holdover board members except Messrs. Moroney and Provost.

CHANGING COMMUNITIES

WBC panelists philosophize on broadcaster obligations

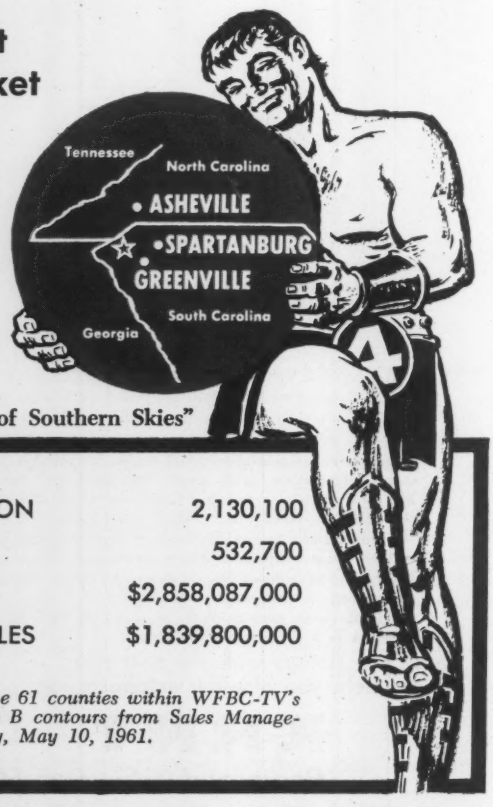
Westinghouse Broadcasting Co. conducted NAB convention delegates on a journey into the philosophic realm of broadcasters' responsibilities to their changing communities. By the time it was over, the broadcasters had heard some frank talk about themselves and their industry.

The journey, which took place at the Radio-Television Assembly was conducted by WBC President Donald H. McGannon, who delivered an address on "The Responsibilities of Change."

A panel discussion presented the delegates with varying views on changing communities—"From Our Town to Megatown" was the topic. A dramatized essay by Columbia U. philosopher Bernard Berelson illuminated the conflicting pressures under which broadcasters labor.

The two-hour program, a re-staging of the opening session of the WBC Conference on Local Service Programming held in Pittsburgh last month (BROADCASTING, April 17), was designed to provoke soul-searching rather

2,130,100 People . . . WFBC-TV's Giant Greenville-Spartanburg-Asheville Market



42nd in the United States*, the Giant's Greenville-Spartanburg-Asheville market ranks with Birmingham, New Orleans and Miami as one of the South's most essential television buys! The Giant's market is rich in people, payrolls and retail sales. Look at the figures, look at the ratings, and call us or Avery-Knodel for availabilities and assistance.

**According to ratings by Television Magazine December, 1960.*

"The Giant of Southern Skies"

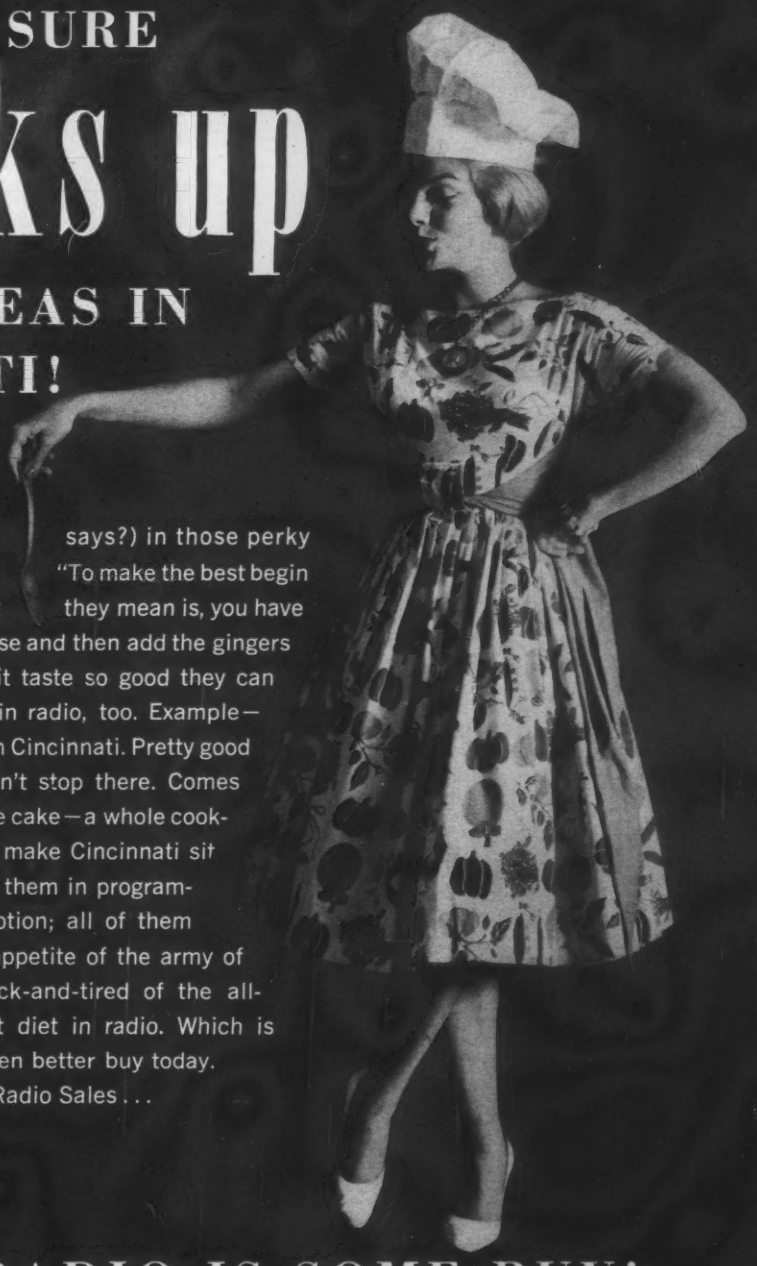
POPULATION	2,130,100
HOMES	532,700
INCOMES	$2,858,087,000
RETAIL SALES	$1,839,800,000

Data for the 61 counties within WFBC-TV's Grade A and B contours from Sales Management's Survey, May 10, 1961.

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

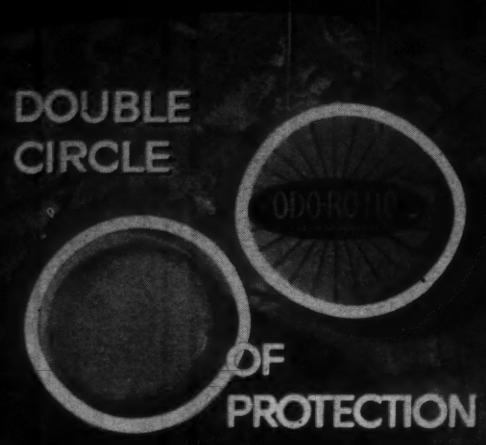
sold by
AVERY-KNODEL

THAT WCKY SURE cooks up NEW IDEAS IN CINCINNATI!



Like it says ("as" it says?) in those perky Campbell Soup ads— "To make the best begin with the best." What they mean is, you have to start with a solid base and then add the gingers and spices to make it taste so good they can taste it! Same thing in radio, too. Example— WCKY—the big Y from Cincinnati. Pretty good start but WCKY doesn't stop there. Comes now the frosting on the cake—a whole cookbook of new ideas to make Cincinnati sit up and beg. Some of them in programming; some in promotion; all of them reciped to whet the appetite of the army of listeners who are sick-and-tired of the all-potatoes-and-no-meat diet in radio. Which is to say WCKY is an even better buy today. Talk it over with AM Radio Sales . . .

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI



THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'

"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC. WITH AUDIO.

"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC. WITH AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "*live action.*" Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them —*and when!*

What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Odorono
AGENCY:
Ellington & Company, Inc.
PRODUCER:
Gray-O'Reilly Studio

than to supply answers.

Mr. McGannon urged broadcasters not only to educate their communities through public affairs programming to the dynamic world about them but to try to shape change "for good ends." Because of the tools at their disposal and their qualifications for the job, broadcasters must bear this responsibility, he said.

A Critical View ▪ The same theme ran through the comments of the five panelists—but usually with a sharper edge. Dr. William G. Cole, president of Lake Forest College, Lake Forest, Ill., said that the world is faced with the choice of moving forward into the brightest future in history or destroying itself in war. He said, "Thus, this is no time for us to be after the fast buck. This is no time to listen to what the rating services tell us the people want."

Prof. James A. Norton of the Case Institute of Technology, Cleveland, advised broadcasters not to worry "about imposing ideas on people—in an open society every idea is competitive." Television, he said, hasn't provided its audience with the opportunity for a wide choice. And "good television can be as attractive as bad television," he said.

Prof. Frank Baxter of the U. of Southern California, who has introduced Shakespeare to millions through television appeared gloomy about the job being done by both television and educators. He said "people have a receptivity to ideas" and that "there is a hunger to know." But instead of stimulation there is apathy on the part of most Americans, he said.

The other panelists were Anne X. Alpern, attorney general of Pennsylvania, and Russell Lynes, managing editor of *Harper's Magazine*.

The dilemma broadcasters face in considering public affairs programming, was pointed out in the dramatized essay which discussed cultural democracy from three points of view. The educator was represented as believing mass media should be used to uplift the audience. The essay articulated the feelings of the businessman who is concerned with selling products and is convinced that television should give the public what it wants, not what someone says it needs. Represented, too, was the empiricist, who questions television's ability to affect a viewer's choice of anything more significant than a bar of soap.

WBC's McGannon

Richard M. Pack, WBC vice president for programming, introduced the program, and Frank Tooke, WBC vice president, Cleveland, headed the panel discussion. Howard H. Bell, NAB vice president for industry affairs, presided at the assembly.

TVB, TIO, JUSTIFY THEMSELVES

Worth the money, because of new business, better image

Why Television Bureau of Advertising (TvB) and Television Information Office are worth their salt in bringing tv new business and an enhanced "image" was explained to members and prospective members at NAB's television assembly Wednesday afternoon.

Television delegates also were urged to help make a success of the first international assembly of the Academy of Television Arts & Sciences (ATAS) next Nov. 4-11 in New York by tv personality Ed Sullivan, public relations man Tex McCrary and Donald W. Coyle, vice president in charge of ABC's International Division.

How AT&T plans to use a string of satellite repeaters to provide trans-oceanic microwave transmission of television was described by Jean Felker, AT&T assistant chief engineer, who demonstrated audio transmission with working models of antenna-transmission equipment.

Hard At Work ▪ TvB President Norman (Pete) Cash said that for the $750,000 members have invested in the organization they have a well-trained sales team which advertisers and agencies respect and trust; the benefit of major presentations which have been and are being made to large potential tv advertisers or industries; original research on new ways to make tv advertising pay

off; and the assurance that television is the leading national advertising medium.

TvB now is hard at work on a project to convert retailers to tv, he said. More and more advertisers are adapting their sales distribution-advertising territories to boundaries determined by a tv station's signal instead of city, county and state boundaries.

He showed statistics indicating that of the 100 top advertisers, sales volume percentages rose among those advertisers who put more of their ad budgets into tv. Mr. Cash also presented "Progress of Discontent," a film telling how advertising and tv advertising fulfill the consumer's steadily increasing demands for more and better things.

TIO's big project is to reach television's most influential and vociferous critics—the opinion leaders of the country—said Willard E. Walbridge, KTRK-TV Houston and member of the Tv Information Committee, who led a panel including Louis Hausman, TIO director, and Roy Danish, assistant director.

Mr. Walbridge said TIO is making direct contact with opinion leaders and supplying materials to tv broadcasters themselves for making similar efforts to turn criticism away from tv.

TULSA'S
Finest
NEWS DEPARTMENT
KVOO-TV is the ONLY Oklahoma television station to receive the 1960 United Press International Broadcaster's Award. Another reason why KVOO-TV is Tulsa's finest station.
2
KVOO ☆ TV
NBC
Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TIO's Target ■ The "eggheads" are TIO's prime target, Mr. Walbridge said, because they are able to influence far out of proportion to their number. Yet they know little about tv, he said. Some results of TIO's effort, a chart based on a nationwide sample, showed this "egghead" group as looking more favorably on television offerings since 1959.

Mr. Hausman said TIO members will be furnished kits for management indoctrination of all station employes on television's good points in dimensions, programming, advertising and the public interest. Since tv is a conversation piece, and since the average employe discusses it with four or five people a week, the favorable side of tv can be told to hundreds of thousands of people within a few weeks, he said.

Mr. Danish said TIO's assignment is to "interest the uninterested" in tv. His presentation indicated those who most criticize tv have not learned to be selective as they are in choosing books, for instance. He noted that there are differences among newspaper reviewers of tv programs and among such groups as the PTA and NAFBRAT, he said.

Mr. Sullivan said more than a thousand people from many countries and in all phases of television will attend the ATAS assembly in November at New York. In other remarks, he said he thought FCC Chairman Newton Minow's controversial speech of the day before (see story page 58) should have included mention of last year's televised Nixon-Kennedy debates. He also expressed the hope that this country's global telecasts, when they are inaugurated, will give viewers in other countries a "natural" image of America instead of "Hollywood misrepresentations."

Mr. Coyle told the audience of the calibre of foreign delegates who will attend the international ATAS assembly in November.

Mr. McCrary said Adlai Stevenson, ambassador to the U.N., will open the ATAS assembly and Sen. Warren G. Magnuson (D-Wash.), Senate Commerce Committee chairman, will preside over it. Events will include a debate between the two New York City mayoralty candidates.

Charles H. Tower, NAB television vice president, presided at the 2½-hour tv assembly.

Sen. Butler criticizes FCC's planned actions

Sen. John Marshall Butler (R-Md.) advised broadcasters last week to listen to NAB President LeRoy Collins and set their own house in order before the federal government does it for them.

In a statement issued at the NAB convention in Washington, the second-ranking minority member of the Senate Commerce Committee said the

FCC represents the Administration's "determination to alter every possible area of our society."

He cited three areas in which he said the commission is considering "revolutionary decisions"—option time, proposed new program forms, and educational television. The last was a reference to the FCC's interest in the possibility of converting one of the seven commercial channels in New York and Los Angeles to etv use. (BROADCASTING, May 8)

On all three counts Sen. Butler registered opposition to the FCC. He said elimination of option time, about whose legality the commission is having second thoughts, could lead to the demise of networks. The proposed program forms, with their emphasis on public-affairs programs, could result in government control of programming, he warned. And, he asked, "Is one educational channel, ur.certainly financed, more in the public interest than a general educational program carried by several financially sound stations?"

These activities should alert broadcasters to the need for setting their own house in order swiftly, Sen. Butler said. NAB President LeRoy Collins, he went on, "is a man with considerable experience in the ways of government. His advice to the gentlemen of radio and television to carry out an active and effective policy of self-regulation should be heeded before the federal government, through hasty and possibly ill-advised action, makes their future good intentions rather academic."

NBC Radio Affiliates get optimistic report

An optimistic report on sales, audiences and station clearances of network programs (BROADCASTING, May 1) was presented to members of the NBC Radio Affiliates Executive Committee at a breakfast meeting in Washington last Monday, during the NAB convention.

William K. McDaniel, vice president in charge of the network, resasserted his confidence that, with time sales for 1961 already totaling 80% of 1960's full-year figure, NBC Radio will turn an even bigger profit this year than last, when it edged into the black for the first time since tv became a major advertising factor.

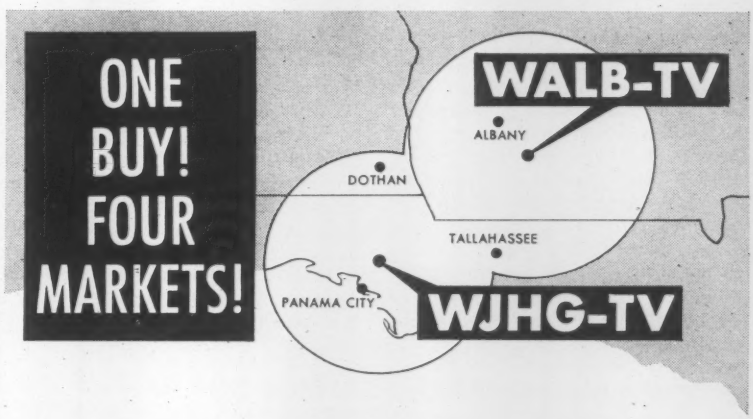
Mr. McDaniel and his associates also submitted a revised station-compensation plan which, as disclosed earlier, reflects the cutback in total network programming, put into effect some 15 months ago, from approximately 70 hours a week to about 32.

George Harvey, WFLA Tampa, chairman of the affiliates committee, headed the station group at the meeting.

Linton re-elected APBE president

Dr. Bruce A. Linton of the U. of Kansas last week was re-elected president of the Assn. for Professional Broadcasting Education. The NAB-affiliated organization is composed of educators who teach broadcasting courses at colleges and universities. It met in Washington on the eve of the NAB Convention with more than 60 institutions represented. Dr. Harold Niven, U. of Washington was elected vice president. W. Earl Dougherty, vice president and general manager of KXEO Mexico, Mo., was elected secretary-treasurer. Howard H. Bell, NAB vice president for industry affairs, is APBE's executive secretary.

Dr. Linton also was elected to the APBE board of directors as was Dr. Kenneth Harwood, USC. NAB President LeRoy Collins reappointed two board members for three-year terms: Mr. Dougherty and W. C. Swartley, vice president and general manager of WBZ-AM-TV Boston.



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four markets areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

GRAY TELEVISION, INC.
Delivers 82,990 More TV Homes Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV Ch. 10 Albany, Ga. | NBC | WJHG-TV Ch. 7 Panama City, Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.

In the South by James S. Ayers Company

Radio can stand on its sales results

NAB assemblies hear how medium excels print in marketplace

Radio broadcasters at the NAB convention last week were told to stop selling time and start selling sales results—and then were given documented proof that radio can produce the sales results on which to sell.

"Radio is no longer selling advertising time—you're selling a profitable sales volume to a client in your market," the radio men were told by George Neumann, advertising vice president of Good Humor Corp., a company which for years has relied heavily—and profitably— on radio to sell its ice cream products.

The "sell audiences, not time" theme also was pointed up by Robert Whitney, executive vice president of Mars Broadcasting, Stamford, Conn., at another radio session which in addition heard Robert F. Hurleigh, president of the Mutual Network, assert that radio already has overcome the factors for which television is now being criticized and has risen to a position of "real leadership."

In another presentation the radio men were shown early results of the so-called "Department Store Challenge," an 18-month radio test conducted by Higbee's Department Store in Cleveland in cooperation with the Radio Advertising Bureau. The results showed that contrary to the traditional claims of newspapers and the assumptions of most retailers, "radio outsells the printed message."

After documenting this conclusion RAB officials promised that further results of the Higbee's test, to be released later on, will upset additional "acres and acres of applecarts" based on the misapprehension that print media out-do radio in moving retail goods.

The Good Humor and RAB presentations were made at the Tuesday morning Radio Assembly. They shared the spotlight at that session with an appeal by Thomas C. Bostic of KIMA Yakima, Wash., chairman of the NAB radio board of directors, for unity in support of NAB and the industry's "battle for self-control."

United ▪ Mr. Bostic warned that government is going to examine broadcasting more thoroughly than ever before and that broadcasters must unite in showing that they are "not the money-grabbing, fast-buck operators that many people in high places believe." The broadcasting business, he said, "needs the solidarity that can come only from majority membership in NAB. . . . Either we will regulate ourselves, or we will be regulated."

Virus infections laid low two of the scheduled leaders of the Tuesday radio session. Mr. Neumann spoke as substitute for David J. Mahoney, president of Good Humor Corp., who was recuperating in a hospital. The RAB presentation was headed by Miles David, vice president and promotion director, because bureau President Kevin B. Sweeney, also ill with a virus, was under doctors' orders not to participate.

Mr. Neumann stressed that although radio has bounced back strongly from television's "hypnotic" effects of a few years ago, advertisers today cannot afford to buy advertising just because it "sounds good." He urged broadcasters to remember that "all advertising is local now," and that what they're selling is sales results. Broadcasters who respond to this challenge, he said, will move on to a "new prosperity" better than any they've known before. "The greatest days of radio are still in the future," he asserted.

Mr. Neumann laid out a six-point program of advice:

(1) Stop rate-cutting, and also eliminate the wide spread between local and national rates; (2) simplify radio billing procedures, preferably by establishing a central clearing house to process all the documents in "radio's paper jungle;" (3) "sell radio first and your stations second," (4) be realistic" with research data by giving prospective buyers all the facts and explaining them; (5) keep generating new programming ideas, and (6) cultivate future leadership by seeking out and developing the best personnel possible.

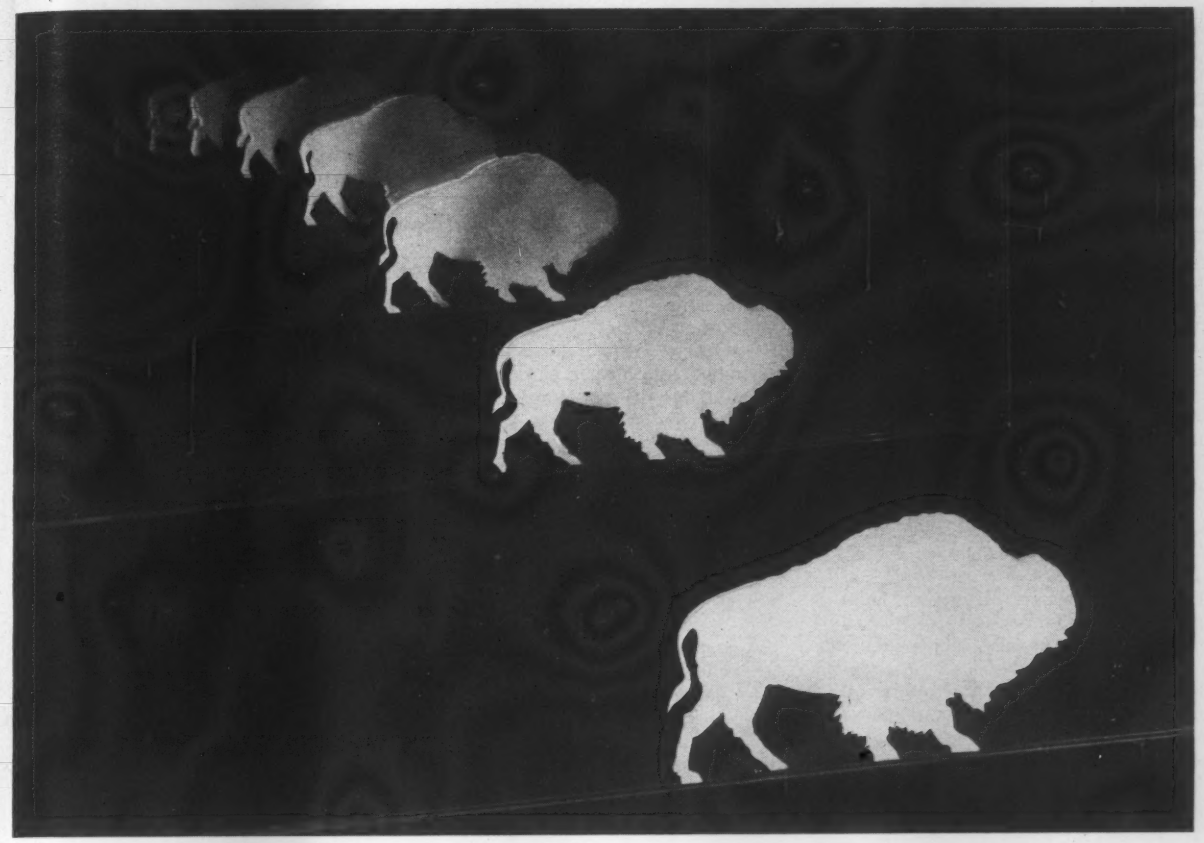
No Snap ▪ The Good Humor executive stressed radio's "paper jungle" problem by asserting that in radio the buying policing and processing of spots takes five times as many hours as in a print campaign and three times as many hours as in television. Thus, he asserted, it is harder to make money from radio spots than from any other advertising.

His admonition to "sell radio first and your stations second" included a suggestion that more stations offer "trial packages of spots" as a means of getting new advertisers into radio. He cited WIP Philadelphia as one station which produced profits for itself and for other stations by making such an offer to Good Humor.

He advised stations to "forget the gimmick mailings" to agencies and advertisers: "Sell with a success story instead of a toy," he declared. He also suggested that radio be sold as a sup-

Golden Mike winners on parade

This was the winning combination following *McCall's* Annual Golden Mike Awards Banquet, climaxing the 10th Annual American Women in Radio & Television convention in Washington, May 4-7. They are (l to r) Chief Justice Earl Warren, a special guest; Pauline Frederick, NBC; Norma Goodman, KTVA (TV) Anchorage, Alaska; Sunnie Jennings, KDKA-TV Pittsburgh; Frances Morris, KWTV (TV) Oklahoma City; Polly Weedman, KOTA Rapid City, S. D.; Betty Adams, WBZ-TV Boston; Virginia Bartlett, WHDH-TV Boston; and Herbert R. Mayes, editor of *McCall's* who made the presentations.



WBEN-TV *mirrors your sales effort in the Western New York Market*

Added impact, deep penetration, extensive exposure . . . you name it and WBEN-TV delivers it in the rich, expanding Western New York Market.

Your projected sales, your hoped-for-figures, the enthusiasm you have for your sales potential is backed-up and mirrored by the outstanding coverage that WBEN-TV offers you at the buying level.

We pin-point your message into every living room of a thriving 16-county U. S. area plus a bonus audience of 800,000 Canadian TV homes. This is coverage — multi-impressions — promised and proven by the area's pioneer station whose quality production, programming and public service has won unexcelled viewer loyalty.

If you want your sales picture to reflect the effort you've put into it — put your sales effort on WBEN-TV. Learn how your TV dollars count for more on Channel 4 — Buffalo!

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

plementary medium for heavy television users, and that stations pay more attention to their clients' marketing problems: "It doesn't show up in the ratings," he said. "All it does is sell goods."

Sight vs. Sound ▪ The RAB presentation countered the old argument that the advertising message which relies on sound is inferior to the one delivered by the eye. Interviews conducted by the R. H. Bruskin research firm were played back to show that pictures used in print advertising often inhibit rather than encourage the disposition to buy, divert attention from the product being sold or otherwise "limit consumer interest" as compared to the "pictures" which radio commercials create in listeners' minds.

In a rundown on some of the results of the Higbee's test of radio as compared to newspapers, RAB officials reported that radio advertising of men's suits produced $14.24 in sales per dollar of advertising as against $5.77 per dollar of newspaper advertising; radio moved broadloom floor coverings at the rate of $27.90 in sales per dollar of advertising as compared to $8.40 per dollar for newspapers; that in the sale of fashion items radio was ahead by $7.12 to $3.50, and on fur-trimmed coats by $5.81 to $2.99. In each case the sales period covered six days following the appearance of the advertising.

Mr. David said radio did not out-sell newspapers in every test conducted by Higbee's, but that it did show that it "can produce item results at least equivalent to and in most cases better than newspaper advertising." He called the test "the most comprehensive study of results of item advertising in retailing history" and said additional findings, currently being analyzed, would be ready for release within a few months.

RAB Staff executives assisting Mr. David in the presentation were Patrick E. Rheaume, director of member service; Robert H. Alter, manager of sales administration, and M. E. Fidler, manager of member service.

Results ▪ In the Wednesday afternoon Radio Assembly MBS President Hurleigh noted that radio broadcasters became "realists" in the early 1950s, when television became a major nation-wide force. To make sure that radio would remain important, radio men "began to measure listener attitudes . . . more carefully—and then began to accent locally originated programming."

Out of this originally defensive but subsequently positive approach, he said, radio has evolved into "a significant leadership force in this country"—leadership evidenced by such factors as broadcasters' willingness to become involved in more forthright editorializing, greater sense of confidence in the positions they take, and increasingly "provocative" attitudes in "picking and choosing programming patterns and . . . advertising clients" and in "forcing good copy and ethical practices in all advertising aired over their franchise."

Mr. Hurleigh said that "actually the very factors for which television has been taken to task," most notably by FCC Chairman Newton Minow (see page 58), "are those that radio men have faced—and overcome.

"In the main, radio men have eschewed follow-the-leader tendencies, firstly because they had to and now because they find it so much more satisfying to be individualistic and have a listening pattern that can be trademarked. This basic change . . . is responsible for community leadership projects in which radio men now indulge, for forthright and provocative championing of just causes and for genuine, whole-hearted interest in the people comprising the listening communities their various radio licenses serve."

Forgot ▪ Mr. Hurleigh took issue with FCC Chairman Minow's citation of newspapers and magazines as models of leadership. He thought Mr. Minow had forgotten "yellow journalism," "papers you wouldn't want your family to read," and evidence that until fairly recently the print media were guilty of the same sort of "me-tooism" that Mr. Minow doesn't like in television. After all, Mr. Hurleigh asserted, television is still only 10 years old.

He thought the NAB convention address by Chairman LeRoy Collins (page 38) had "spelled out intelligently what we can do."

The Mutual president charged that radio would not have fallen so deeply into the doldrums as it did in the 1950s if network men had not "forgotten radio" and "abdicated their responsibility" to it when television began to emerge. He said the "formula" radio station operators, whether one likes their programming or not, are owed thanks for "bringing back the attention of advertisers to radio."

In assessing the essentials of good radio programming Mr. Whitney stressed the "crucial" need for broadcasters to understand their audiences, the importance of specialized programming, and the basic values that can be added by imaginative production. As more and more stations have developed their own individual programming patterns, he said, the listener has been enabled to find virtually any type of programming he wants, merely by tuning across the dial.

Mr. Whitney urged broadcasters to remember that what they are selling to advertisers is not time, talent or facilities, but audiences. And because stations can no longer depend on networks and syndicators for most of their programs, they must develop their own "strong" program departments to reach and hold their audiences, he asserted at the assembly.

A FEDERAL HELPING HAND FOR ETV

NAB hears Ribicoff assurances of governmental aid

Administration support for federal aid to education in this session of Congress was assured last week by Abraham A. Ribicoff, Secretary of Health, Education and Welfare, in his address before the NAB Convention.

Secretary Ribicoff, who will be the lead-off witness this Wednesday when the House Communications Subcommittee resumes hearings on seven etv measures, said he will endorse an aid program in which states participate on a matching-funds basis.

He said he would recommend making federal funds available to assist states and regions in preparing etv plans as well as in purchasing equipment.

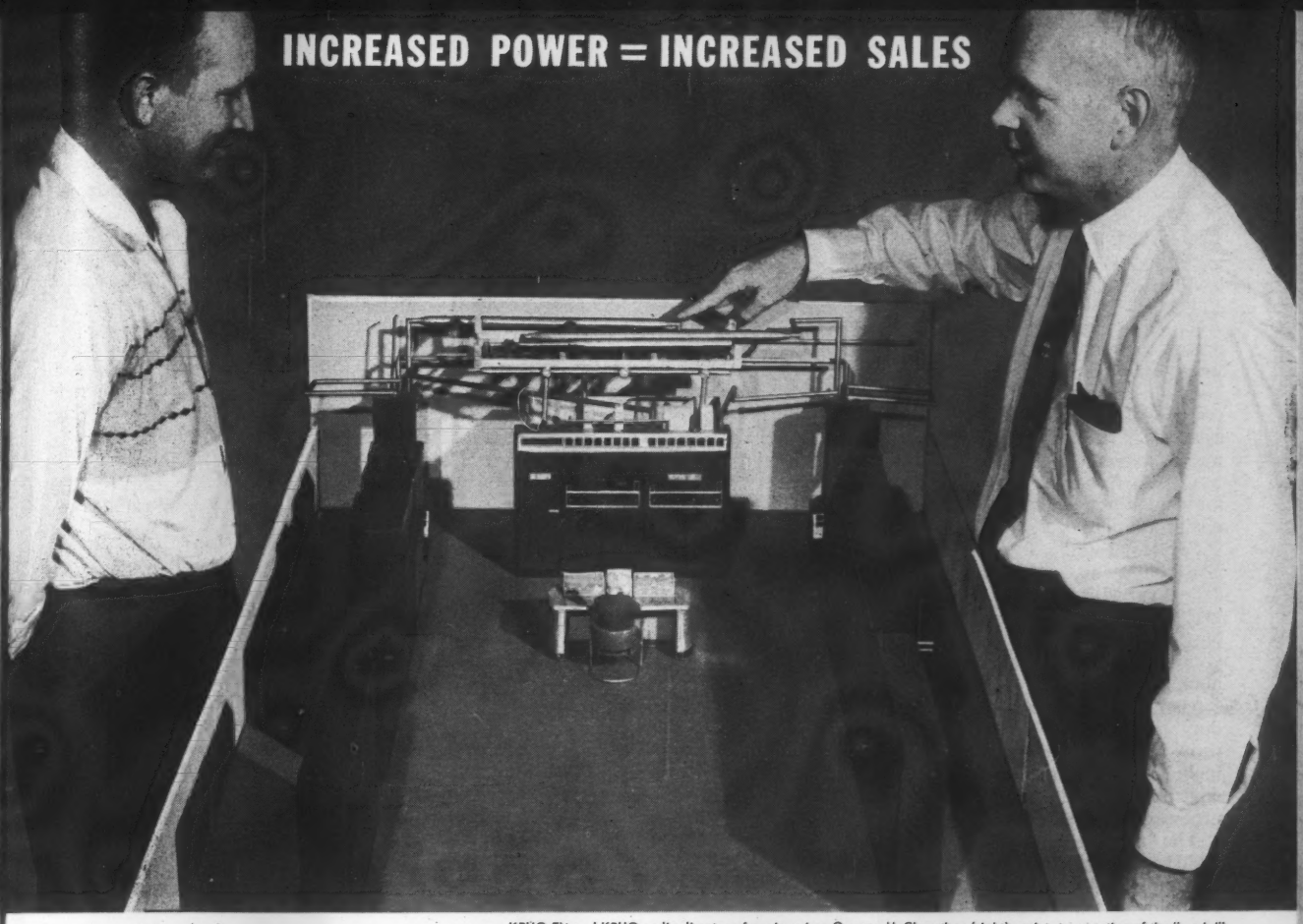
He did not mention any figures, but all of the bills under consideration contemplate a total federal outlay of about $50 million and provide for grants, either outright or on a matching-funds basis, of up to $1,010,000 to each state, regardless of size.

In announcing the administration's support of proposals to aid the states in developing etv, Secretary Ribicoff reversed the position he took earlier in the session when the Senate was considering Sen. Warren G. Magnuson's etv bill (S 205). The Senate passed that measure despite Secretary Ribicoff's request that it delay action (BROADCASTING, March 27).

Third Time For S 205 ▪ The Magnuson bill, which would authorize outright grants of up to $1 million to each state and the District of Columbia, has passed the Senate in two previous sessions. But the House has never acted on it.

There have been indications since the Senate vote that that HEW would support federal aid to etv when the matter came up in the House (BROADCASTING, May 1). The House Communications Subcommittee which held a week of hearings in March, has kept the record open pending Secretary Ribicoff's readiness to testify.

The subcommittee has also been awaiting the results of a survey of state governors conducted by Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee. Secretary Ribicoff said the congressman has told



KPHO-TV and KPHO radio director of engineering, George McClanathan (right), points to a section of the "model" used to construct KPHO-TV's new transmitter building as Engineering Supervisor, Glenn Thompson, looks on

RCA High-Power Transmitter-Antenna Combination— Extends Coverage—Improves Picture Quality

... says George McClanathan, Director of Engineering, KPHO-TV

"We've completely modernized our transmitter plant and stepped up KPHO-TV's sales power with a new high-power RCA transmitter. The improved facilities started paying for themselves at once—by increasing sales. And even though operating at maximum power, we are obtaining very low operating costs, because of the way we did it."

The new power amplifier is capable of 25,000 watts output. However, the new RCA six-bay superturnstile antenna needs less than 20,000 watts of this power to get full 100 kilowatts of ERP. This puts a very light load on the transmitter, which results in low operating costs, long life, and very reliable performance.

All reports on extended coverage show that KPHO-TV's signal is extremely good. KPHO-TV's programs originating in Phoenix, Arizona, are now being enjoyed as far west as Blythe, California; as far north as Page, Arizona; as far south as Nogales, Arizona; and as far east as Silver City, New Mexico. And 90 per cent or more of the reports show far superior picture quality.

Learn how an RCA modernization program can increase your station's sales while providing reduced maintenance and increased reliability. Your RCA Broadcast Representative will be glad to give you additional information about new transmitters and antennas that can bring your station up to date. There's a complete RCA line to choose from. Get the facts before you buy. RCA Broadcast and Television Equipment, Dept. UC-22, Building 15-5, Camden, N. J.

Television station modernization starts at the Transmitter Plant

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

him "many, many" of the governors "are eager to make better use" of educational television.

Federal matching funds was only one on the steps Secretary Ribicoff favors in aiding the development of etv. He said his department wants to make it possible for etv stations to pool their accumulated experience and to exchange materials.

In this connection, he said his department would build on the groundwork established by title VII of the National Defense Education Act, which provides funds for research and demonstrations in the educational uses of communications media. President Kennedy has asked Congress to extend this program for three years beyond its present expiration date of 1962.

Etv Not Enough ▪ While hailing the possibilities of educational television, Secretary Ribicoff said it cannot do the job by itself. "Educational television," he said, "does not and should not take you commercial broadcasters off the hook."

"Every broadcaster," he said, "has a duty to serve the public interest" by providing balanced programming that includes programs "which significantly contribute to education," even if not necessarily formal classroom education.

The responsibility for balance, he added must be borne by the individual station, not by a combination of all commercial and educational stations. "It is not in the national interest to create isolation wards for highbrows," he said.

He agreed that, as commercial broadcasters, the members of his audience have to provide entertainment. But, he said, some stations have demonstrated that programs can be—"at one and the same time, truly fine, truly entertaining and truly successful."

Calls for Leadership ▪ He said more of these programs could be produced if broadcasters provided the necessary leadership and imagination and resisted the pressures he said were imposed by advertisers, advertising agencies and rating services. "Can you supply entertainment to Americans without placing them and yourselves at the lowest common denominator?" he asked.

These comments, which broadcasters considered only a slight slap on the wrist compared to the remarks of NAB President LeRoy Collins and FCC Chairman Newton N. Minow, constituted the high-water mark of Secretary Ribicoff's criticism.

The tone of his speech, in fact, was sympathetic. Before getting to the text of his remarks, he told the broadcasters, "After reading the papers, I think what you need more than anything else is a kind word." Then he ad-libbed a few. He credited the Kennedy-Nixon debates last fall with providing "the turning point" in the campaign and said the opportunities he has had to discuss, on television, issues of importance to his department, indicated to him that "the broadcasting industry is alive to many of its responsibilities."

HEW's Ribicoff

Lowell Thomas gives the needle to Minow

Broadcasters who earlier had heard themselves castigated by FCC Chairman Newton N. Minow had a moment of heartease at the NAB convention when veteran newscaster Lowell Thomas deftly gave the needle to Mr. Minow at the Broadcast Pioneers banquet on Tuesday evening.

Mr. Thomas, a principal owner of Capital Cities Broadcasting Co., recounted his early days in radio broadcasting, beginning with his first newscasts for the *Literary Digest*. From time to time Mr. Thomas turned to Chairman Minow and gently but pointedly chided him for some of his attitudes toward broadcasting.

Item: In the early 1930s, Mr. Thomas was the only regular newscaster on the air; today there are upwards of 15,000 newscasters broadcasting news and information to the American public.

Item: In Mr. Thomas' pre-radio days, he taught at law school in Chicago at night. He once had the noted, liberal lawyer, Clarence Darrow, as a guest lecturer for his class. Mr. Darrow took as his theme: "All lawyers are crooked," and proceeded to "prove" it.

Item: Mr. Thomas claimed he had the greatest audience ever tuned in to his regular daily newscasts, because he was lucky; he preceded the "fantastically popular *Amos and Andy*."

Mr. Minow in his speech indicted telecasters for not broadcasting enough news and information and for filling the airwaves with too much entertainment. Mr. Thomas' recital obviously countered the allegations by recalling items from his own rich store of experiences.

Life Member ▪ The Broadcast Pioneers presented life membership, and membership card No. 1, to Sen. Warren G. Magnuson (D-Wash.). Sen. Magnuson, who is chairman of the Senate Commerce Committee, referred to himself as an "old frontiersman" and warned Chairman Minow that this should be borne in mind when the New Frontier's plan for the FCC reorganization is considered by his committee.

The presentation to Sen. Magnuson was made by Pioneer President Sol Taishoff, editor and publisher of BROADCASTING Magazine, who presided at the banquet. The banquet was attended by 850 who heard the U. S. Army Field Band.

Pioneer awards, made by Arthur Hull Hayes, CBS Radio president, went to Philip G. Loucks, Washington lawyer (and first managing director and general counsel of NAB); Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., and Edward Petry, station representative. An oak leaf cluster was presented to former President Herbert Hoover (he had been cited in 1955), and a posthumous award was made to Dr. H. P. Davis of Westinghouse Electric Co. Mr. Thomas received a special citation.

Nominated to be Broadcast Pioneer officers next year were the following: Gordon Gray, WKAL and WKTV (TV) Utica-Rome, N. Y., president; Ward Quaal, WGN Stations, Chicago, 1st vice president; Robert J. Burton, BMI, and Ernest Lee Jahncke, NBC, vice presidents; Raymond F. Guy, consulting engineer and former NBC engineering executive, secretary; Robert J. Higgins, BMI, treasurer.

Picked to run for the board were: Dr. Allen B. DuMont, Allen B. DuMont Co.; John Elmer, WCBM Baltimore, Robert F. Hurleigh, MBS; William J. Kaland, Westinghouse Broadcasting Co.; Leonard Kapner, Hearst Radio, Pittsburgh and Robert Reynolds, KMPC Los Angeles.

Voting will be by mail.

Left to right: Mary Dee, Fatman, Chuck James, Mark Hyman, Bill Curtis, Hotrod

Philadelphia's Strongest Selling Force To 700,000 Negroes...

NOW FOUR TIMES STRONGER!

WHAT's big, new 1,000 watt **all-directional** wallop gives you the only sure way to reach and sell **all** of Philadelphia's Negro spenders . . . America's solid **third** Negro Market.

Now WHAT's prestige personalities are carrying quality Negro Radio to thousands of new listeners. What's more, you're looking at the "sellingest" group of air people in Philadelphia, as scores of local advertisers will verify. Now, by a wider margin than ever, the strongest selling force you have to command in more than 26%* of Philadelphia's homes.

100% NEGRO
WHAT
Twenty-four Hours a Day
PHILADELPHIA

WHAT is Negro Radio in Philadelphia!

Represented by John E. Pearson Co.

*1960 U. S. CENSUS

GUARANTEEING A SINGLE EQUITABLE RATE TO ALL ADVERTISERS!

NAB exhibits bulge with new equipment

STEREO-MX AUTOMATION, VIDEOTAPE, OTHER TV GEAR FEATURED

The equipment display at the NAB convention took up the entire cavernous Shoreham Hotel garage—and, in addition, the main ballroom on the lobby floor, occupied solely by RCA.

Exhibits ranged from complete, floodlit tv studios operating in monochrome and color virtually all day, to small, transistorized modules containing switching gear or minute amplifiers.

In addition to stereo-mx gear, automation apparatus and video tape (see main stories following) these items also attracted attention:

Image Orthicon tv cameras ▪ The upsurge in video taping, particularly of commercials and program material, has required an upgrading of tv cameras so that the master tape contains increased resolution, better gray-scale rendition, and more stable operation. This has begat from the manufacturers the "big eye" 4.5-inch image orthicon.

RCA's new 4.5-inch i.o. is the TK-12, priced at $19,500. GE has a 3-inch image orithicon priced at $18,300, which the company reported is convertible to 4.5-inch. Sarkes Tarzian showed a 4.5-inch i.o. camera, with an 8.5-inch viewfinder, priced at $15,000. Emi/US displayed a 4.5-inch orthicon built to European specifications, but compatible with U. S. standards, priced at $17,500.

Transistorized camera chains ▪ Weighing only nine pounds is GE's new remote-controlled, transistorized vidicon camera system for live studio use, selling for $7,500. The same company has a transistorized vidicon film camera chain, said to have a resolution of 600 lines, priced at $10,500. This unit includes automatic target control to maintain picture quality for varying films. General Precision Lab displayed a high-resolution vidicon film chain said to be capable of 800 lines center resolution and 600 lines corner resolution, including automatic exposure control for fast response time, priced with associated equipment at $12,250.

Multiplexers ▪ Sarkes Tarzian showed a new, four-mirror, two-channel, universal optical multiplexer for film and slide centers. Assembled to occupy four square feet of floor space, it provides for previewing upcoming films or slides while supplying the program signal to the other projector. The price is $2,950.

GE showed a "revolutionary" optical multiplexer for film and slide chains. Designed for GE by Eastman-Kodak, the multiplexer uses front-surface mirrors said to project a high-grade image. The price is $3,950. A companion is a film projector, also developed by Eastman-Kodak, incorporating a light diffuser which contributes to the elimination of scratches and dirt particles on 16 mm film. Price: $13,500.

Miscellaneous tv equipment ▪ Emi/US showed a servo pan and tilt unit for vidicon or orthicon cameras, priced at $7,000, which includes pan and tilt head, servo amplifier mounting frame and remote control unit. Emi also showed a color camera, using three 1-inch vidicon tubes. Priced at $45,000-$47,000, the unit is said to be built to exacting standards and is extremely stable in operation. A new unit for correcting waveform defects was shown by Telechrome. Useful for stations, video recording companies, networks and closed circuit and common carrier operations, the Time Domain equalizer corrects high frequency distortions particularly, but is also useful for low and medium frequency errors. The item, priced at $3,000, can be used with the tv vertical interval test signals to permit correction while the signal is on the air.

As an aid to local tv news programs, TelePrompTer showed a unit for taking fax copy, turning it into a slide transparency and showing it on TPT's rear screen projector. The facsimile copy came over UPI Telephoto Unifax service, was shot with a Polaroid Copymaker, resulting in the transparency. The whole operation, said TPT, takes six minutes.

Cellomatic Corp., New York, featured a line of animation projectors which can be tied into the multiplexer of a film center. Manually operated, dual, 1,200-w light sources permit overlays to be made on weather and news maps, scoreboards and similar material. The machine provides optical effects, such as iris shots, wipes and crawls. The film chain model costs $6,500; the simple transparency projector, $5,900.

A rear screen projector providing for superimposition of slides, wipes fades and dissolves was shown by Television

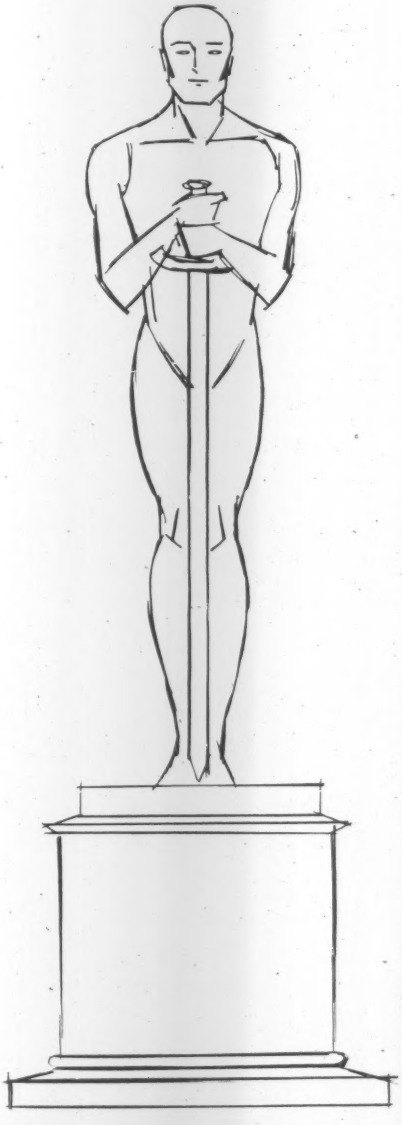
WANTED:

Annc'r; 4 - 7 PM pgms; to work with other deejay; write own material, double 8 operations, 35 shows a week; jokes, almanac, features etc. geared to sponsor adjacency; min. wkly salary, $1.88 per operation; must have at least 94 years experience.

Ridiculous?
See page 81

NAB engineering award

Raymond F. Guy, who spent more than 40 years in broadcasting, mostly with NBC, was honored by his fellow broadcast engineers last week during the NAB engineering conference. He is shown here (r) being presented with the NAB Engineering Achievement plaque by A. Prose Walker (l), manager of NAB's engineering department, at the special luncheon on Wednesday. Mr. Guy returned recently from a four-month tour as special consultant to the U. S. Operations Mission, International Cooperation Administration and the Vietnamese National Broadcasting System in Saigon. He is scheduled to depart for Morocco soon in a similar capacity. The award hailed Mr. Guy for leadership and technical contributions to broadcasting.



Our Congratulations to

William L. Snyder, *Producer*
Gene Deitch, *Director*
Al Kouzel, *Layout*

• • •

Academy Award Winners
for the best theatrical
cartoon of 1960

• • •

We are proud to be associated
with this highly talented
group of artists in their
first animated cartoon series
for the television medium.

"Samson Scrap and Delilah"

King Features Syndicate
Al Brodax
Director of Television

Specialty Co., Garden City, N. Y., priced at $3,750. The same company offered a transistorized, 16 mm, sound-on-film newsreel camera, equipped with a 400-foot magazine and its own power supply. The complete unit, weighing 27 pounds, is priced at $2,495.

Fairchild Camera's 8 mm sound-on-film camera (BROADCASTING, Feb. 27) was shown as part of a package, including camera, processor and projector, priced at $2,100. The processor, in use for some time, has been improved for speedup in getting the film from shooting to showing.

Transmitters ▪ Higher powered fm transmitters are beginning to be required, because of the need for a more reliable signal for subsidiary communicatoins operations, the forthcoming stereo broadcasting and the beginnings of fm receiver installations in automobiles.

Shown for the first time by ITA is a 35 kw fm transmitter. Composed of a 7.5 kw driver, and amplifier, the high-powered rf generator is priced at $36,-995. ITA for the first time also showed an am line: 1 kw at $4,395 and a 5 kw at $12,600.

Full station automation is on the way

NAB EXHIBITS SHOW THAT TV, TOO, CAN BE OPERATED BY ROBOTS

The fight against the upward-inching costs of operating a broadcast station has gone full-scale in radio. In television a new front has been opened, with the prospect that in not too many years, video too will have the benefits of complete automation.

Ready for broadcasters are scores of devices which can take station operation out of the manual arena and put it on an automatic basis. They include equipment which permites pre-setting for upcoming video or voice events and fully automated program-announcement-commercial-music operations activated by a single punch on the starter buton. All were on view at the NAB convention.

In the tv field, full automation is available from two sources: RCA and Visual Electronics Corp.

Some Installed ▪ Both have already installed their robot-type equipment in a number of stations.

RCA automation is in operation at WRC-TV Washington, WBRE-TV Wilkes-Barre (Pa.), KBTV (TV) Denver and WKRC-TV Cincinnati. The company is at work installing such systems in WBNS-TV Columbus (Ohio), KSTP-TV Minneapolis-St. Paul and WTOL-TV Toledo.

Visual Electronics is at work installing its system at WDSU-TV New Orleans and has orders from Westinghouse's KYW-TV Cleveland and ABC's WABC-TV New York.

RCA's automation presentation is based on a three-step process. First, modernization of equipment; second, simplification of operating controls; and finally, integration of the entire station into a unified, single-headed operation.

The top of the automation ladder in RCA's book is an electronic data processing computer. Utilizing its extensive memory capabilities, the computer not only activates event after event, but also produces information for use in the operating and business side of a tv station—accounting data, schedules, billings, logging, even identification of dropouts and errors.

The price for the complete automation treatment begins at $36,000 for a perforated tape automatic robot which can handle 12 separate sources.

Ready Now ▪ The Visual Electronics approach is different. Visual is prepared to move into a station and hand automate it with the equipment on hand, using a system which includes a read-out display covering any number of upcoming events. The one shown at the convention included six events. The unit is activated by a perforated tape which continuously and automatically sets up the circuits for the upcoming programs.

Beginning with controls permitting six pre-sets, Visual's price runs from $35-000 for equipment capable of handling events of up to 90 seconds to $50,000 for a machine capable of handling 20-minute events.

Both the RCA and Visual equipment contain provisions for substitutions, corrections and for withdrawal of the station from automatic control so it can be operated manually. Both also contain provisions for operation on a clock time, or duration period basis.

Although the whole scheme of automation is to match operating efficiency to the higher and higher budgets for salaries, there is a second and almost equally significant reason why broadcasters are serious about automatic operation: With automation, the age-old switching "panic period" in broadcasting becomes a thing of the past.

Using a special-purpose digital computer, CBS's KNXT(TV) Los Angeles operators can devote full time to quality. The network's activity with a computer control system for program switching was the subject of an engineering paper read at the NAB convention by Adrian B. Ettlinger, CBS-TV project engineer.

Control ▪ The computer is used to control the sequential switching among various program components at the Los Angeles station.

A progress report on automation at NBC was delivered to the engineers by Richard H. Edmondson, RCA automation program administrator, who described some of the advantages in cost reduction the network has realized through this work.

Automatic gear abounded in the exhibit hall of the convention site. Among the items:

▪ Random access equipment by TelePrompTer Corp. which comprises a slide magazine drum tied to a slide projector which in turn is connected to a Gates 100-track audio spot tape selector for ganged operation upon the press of a button by the operator.

The TPT slide-tape series is based on a digital selection system, including motor, control panel and remote control facilities. Three slide magazines are in the series: RA-60 for 3¼ x 4 inch slides, and using a 3 kw TelePro 6000 projector; RA-100, using 100 slides and a 1.5 kw projector, and the RA-500, same as the RA-100, but with five 100-slide drums in a vertical stack mounting.

The basic RA-60 is priced at $3,200; the RA-100 at $3,450. Gates spot tape recorder, handles up to 100 announcement, and with a remote unit can be activated up to 400 ft. away. The remote unit attachment, which is new sells for $2,850.

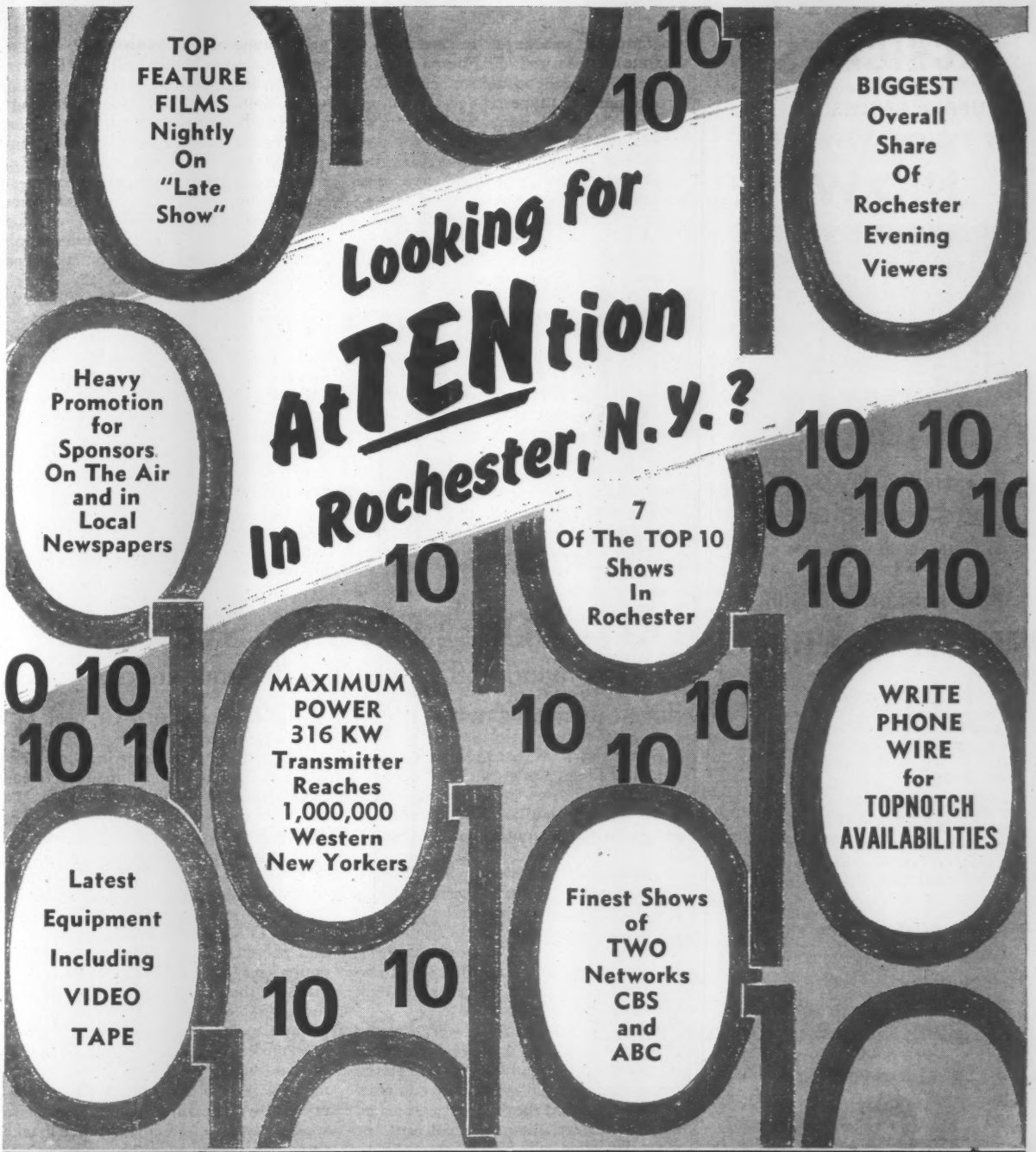
▪ Growing in importance is an ultimate in automatic radio station operation: one source provides the programming and the equipment.

Four firms, specializing in this type of automation, exhibited at the convention last week. They were Programatic Broadcasting Service, New York; Magne-Tronics Inc., New York; International Good Music, Bellingham, Wash. (formerly Profit-Programming Inc.), and Alto-Fonic Tape Service Inc., Palo Alto, Calif.

Programatic provides a complete programming service. It furnishes a station with 18 eight-hour tape reels weekly, rotated among its client stations, with the service exclusive in each market. Equipment is sold or leased, each one for sale for $3,600. The cost of the programming service is based on size and importance of the market.

Magne-Tronics supplies main-channel and background music. Its equipment comprises three deck tape plus a tape-caster machine for commercials, news, weather and promotions. The equipment costs about $5,000.

Am Package ▪ IGM offers a complete


TOP FEATURE FILMS Nightly On "Late Show"
BIGGEST Overall Share Of Rochester Evening Viewers
Looking for AtTENtion In Rochester, N.Y.?
Heavy Promotion for Sponsors On The Air and in Local Newspapers
7 Of The TOP 10 Shows In Rochester
MAXIMUM POWER 316 KW Transmitter Reaches 1,000,000 Western New Yorkers
WRITE PHONE WIRE for TOPNOTCH AVAILABILITIES
Latest Equipment Including VIDEO TAPE
Finest Shows of TWO Networks CBS and ABC

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW

The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)

Network Representative Elisabeth Beckjorden

programming package for am and a separate one for fm. Equipment includes a three deck tape machine, for programming, and cartridge type tapes for commercial spots, weather, news items, and a control panel. Programming for am stations is middle of the road popular music using five disc jockeys; for fm 16 hours of middle of the road music as well as serious music. Equipment is on the building block principle, and it sells for about $8,800. Service is exclusive to one station per market.

Alto-Fonic originally specialized in background music for storecasting, but now provides main channel fm programming too. It will provide stereo programming when that mode of broadcasting becomes operational. It provides a three deck tape machine, priced at $5,500.

In all these operations, subaudible tones on the tapes provide the cueing signals which automatically stop and start the various components of the programming equipment so that operation is virtually unattended.

This type of unmanned radio station operation was epitomized by Schafer Custom Engineering, Burbank, Calif., where multi-deck tape transports, connected to record players which could be combined to include up to 200, 45 rpm records (400 sides), automatically triggered music from the records, commercials, station promotions, weather, news and other program material on the tapes. Another complete automation package was shown by Automatic Tape Control Co., Bloomington, Ill.

Spot Tape Recorders ▪ In addition to the Gates spot tape recorder, various manufacturers showed similar systems, including ITA with a semi-automatic device carrying 256 one-minute spots and including a keying board which permits recueing on a six-second basis. Packaged in four containers, the continuous-loop tape is priced at $3,995. Under development is a memory unit, due in about 30 days, which will enable the broadcaster to preset a complete day's commercial log. These will be automatic transmission at the push of the operator's button.

OUTLOOK FOR FM STEREO

Though manufacturers plan sets, equipment, nobody knows what they'll look like or cost

Stereo for fm broadcasters was a gangling adolescent at the NAB convention, but everyone is sure it's going to grow up in another 30 days into a fine, upstanding contribution to broadcasting.

Although there was a lot of talk about stereo at the engineering sessions and in the equipment exhibit hall the consensus of manufacturers is that until more details are disclosed there is no way of knowing just what the stereo package for stations is going to look like and what it's going to cost.

Actually, only RCA showed a stereo generator ready for ordering. All other fm equipment manufacturers had stereo generators on display, but in complete candor they said they don't know when they will have them for delivery, or what the price will be.

Many said they are waiting for GE's licensee meeting in Utica, N.Y., beginning today (May 15). The GE position was put to NAB conferees in a paper delivered at the engineering meeting by William H. Beaubien, manager of advanced product development engineering.

Sets by June ▪ GE also ran a demonstration of stereo reception during the convention, and promised receivers on the market early in June. GE does not plan to market station gear.

Zenith Radio Co. held daily demonstrations of stereo and promised receivers on the market early in June. Zenith has no intention of manufacturing equipment for stations. Because the company is not a member of NAB, Zenith held its demonstrations outside the convention hotels.

Promising station stereo equipment were the following who showed equipment at the convention: RCA, Gates Radio, ITA, General Electronics Labs. and Moseley Assoc. Others in the fm equipment business said there is no question that they will have the apparatus available in time.

Pay Later ▪ One manufacturer put the problem in a nutshell: "After the GE meeting where we'll learn how to make it, we'll start producing. We'll ask everyone who claims patent rights to send in license agreements. We'll take these papers and turn them over to our lawyers. We'll put a sum in escrow, and when our lawyers tell us who should be paid, we'll pay them."

The stereo situation, which is beginning to add up to a potential Donnybrook, looks this this:

▪ The FCC has issued standards, based on what it calls the GE-Zenith system, and has authorized broadcasters to begin duophonic broadcasting June 1.

▪ GE and Zenith are in a battle over credits for the system. GE took full page ads to claim the FCC-approved system as the GE system. Zenith

AVAILABLE:

Writer-speaker team; holds six college degrees (incl. M.D.); 78 yrs. exp.; published author, working columnist, practising pediatrician; also lcl. & nat'l radio exp, 37 yrs.; salary negligible, min. $3.00. Write, wire, phone Narwood Productions, 40 E. 49th St., NYC; Phone PL 3-4927, PL 3-9417

AVAILABLE:

Team of 8 performers; writing-voicing exp. 95 yrs.; PM pgm. specialists. Will work well with any style deejay, R&R, good music, what-have-you. Money geared to market, fm. $15.00 weekly for 35 spots. Write, wire, phone Narwood Productions, 40 E. 49th St., NYC; Phone PL 3-4927, PL 3-9417

BRAND NEW PROGRAMMING PLUS— AT AN EXCEPTIONAL PRICE

Two new services are offered as local programming aids by Narwood Productions, Inc.

"Something for the Girls" offers 17 spots per week, 43 minutes of programs in five different categories, mostly three minutes long. It is designed for programming in conjunction with your regular morning service between 10:00 AM and 2:00 PM.

"Something for the Afternoon" offers 35 separate spots, 30 minutes of programming in seven different categories, all one minute or less. It is designed for programming in conjunction with your regular prime time afternoon service from 4:00 to 7:00 PM.

The cost to you is based on the one-minute spot rate as published in the SRDS—you'll be rocked when you see the price as applied to your station. And we offer market exclusively on a first-come, first-served basis.

Narwood Productions has produced The International Hi-Fi Club for the last two and one-half years and the National Guard Series for the last seven, as well as numerous other local and national radio shows.

Write, Wire or Phone For a FREE Sample Record
NARWOOD PRODUCTIONS, INC., 40 EAST 49th ST.
NEW YORK 17, N. Y., PL 3-4927, PL 3-9417

"Something for the Girls"

General Household show
3 mins. 5 X week
Daily Menu Suggestion
1 min. 4 X week
3 min. 1 X week
Child Upbringing
3 min. 3 X week
Fashions, etc.
3 min. 2 X week
Advice to Lovelorn
3 min. 2 X week
17 spots total • 43 mins. total

"Something for the Afternoon"

Swifties (wild jokes, 2 voices)
1 min. 5 X week
Did you Know
1 min. 5 X week
Do it Yourself
1 min. 5 X week
Etiquette (all ages)
1 min. 5 X week
Travel
1 min. 5 X week
Centennial
50 sec. 5 X week
Quote for Today
20 sec. 5 X week
35 spots total • 31 mins. total

and now there are two

EMI/US

Introduces Video Recording Tape

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape

If you didn't get to the NAB show, let us send our part of the show to you... complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State_____

claimed foul, filing complaints with the FCC and the Federal Trade Commission.

▪ Crosby Electronics has announced it holds basic patents whereas both GE's and Zenith's patent applications are pending.

▪ Last week, Multiplex Development Corp. filed a complaint with the FCC, the Federal Trade Commission and the Dept. of Justice charging the FCC standards are utterly bad for fm and those stations engaged in storecasting and functional music operations (see page 80).

This last complaint became a subject of corridor talk among special communications authorization (SCA) licensees at the engineering and fm sessions at the convention. One Philadelphia fm operator, with 500 customers, calculates he will have to spend $25 per receiver to filter out resulting cross talk when he transmits stereo at the same time.

One advantage of the system chosen by the FCC, according to the commission's announcement, is that it permits simultaneous broadcasting of stereo and continuance of SCA operation without interference. An FCC engineer acknowledged, however, that SCA receivers will have to undergo modification to overcome slopover. "You can't get something for nothing," he explained.

Royalty Payments ▪ GE was the only company putting out royalty payments. It proposed a royalty of $50 for every stereo transmitter; 50 cents for each complete receiver and 25 cents for each adapter or kit.

Zenith offered to make all its knowledge available to all manufacturers. The company said it will distribute a "Facts Book on Stereophonic Fm Radio" to all dealers and will make its know-how available to manufacturing licensees soon.

Stereo equipment shown at the NAB convention included:

▪ RCA will deliver a pre-production model of its stereo generator for $1,495, for delivery early in June. A companion stereo matrix unit, selling at $275, also will be available in June.

But if a broadcaster wants to wait for mass production, RCA's stereo generator will be available, at $975, in October.

One interesting aspect of RCA apparatus for stereo is that it can feed the left plus right stereo channel into the am transmitter for monophonic am broadcasting.

RCA showed a fully-transistorized control console, audio tape recorder, pickups and turntable amplifiers, all designed for stereo.

▪ Gates, which will have stereo equipment for stations after the GE

meeting this week, showed a stereo console for studio use. It is equipped for three full-stereo microphone channels, with delivery in 60 to 90 days, priced at $2,100.

▪ ITA, also promising stereo transmitter equipment, displayed a console capable of handling three stereo channels from 35 inputs. Priced at $1,995, the console can be used for monaural transmission also.

Still pushing for am stereo was Kahn Labs., which showed compatible single sideband equipment to convert a regulation standard broadcast transmitter for stereo. The adapter permits full stereo from one am transmitter, Kahn said, with reception on two am receivers. The system, the company said, is compatible with monaural reception on a single standard receiver.

New video tape units unveiled

Broadcasters at the NAB convention, many the sons of founders, found themselves face to face with "second generation" video tape recorders last week. They also saw a "first generation" tv recorder from Japan.

The new Ampex recorder is a rack model with improvements. It's priced at $41,950. The VR-1002 is the fifth video tape recorder developed by Ampex since it showed its first vtr in 1956, also at an NAB convention.

Among the improvements in the Ampex tv recorder are automatic frequency control of modulator-demodulator and a new head assembly which minimizes geometric picture distortion. The complete VR-1002 assembly comes in two racks and can be used in mobile applications, the company said.

Among new items showed by Ampex is a time-element compensator (Amtec), which automatically corrects for distortion. The device is all transistorized and acts as an automatic watchman in playback of tape material, preventing distortions from being broadcast. Price of the Amtec is $7,570.

Also shown for the first time is the Colortec for adding color to the basic television recording unit. This device, priced at $9,750, eliminates the encode-decode process which up to now has been necessary for color, Ampex stated. Colortec is a direct color recovery system, employing ultra-precise time base compensation of the tape signal.

All-Transistorized ▪ A neatly packaged console model video tape recorder, which takes up one third the floor space required by the older, five-rack model, is RCA's all transistorized TR-22 video tape recorder. The unit, priced

the EMI/US cameras
you didn't see...

the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

Let us send complete technical literature to you now.

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

EMI/US Department B
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on the following:
☐ 201 Vidicon Camera
☐ 203 4½" Image Orthicon Camera
☐ 204 Color Vidicon Camera
☐ Emitape for Video Recording

Name _____
Title _____
Company _____
Address _____
City _____ Zone ____ State _____

In the Bristol-Johnson City Market WCYB-TV Leads with More ¼ hour Firsts, 6 p.m. To midnite, Monday thru Friday In both ARB and Nielsen.

WCYB-TV First with 83 quarter-hour homes.

Station "B" 37 quarter-hours (March, 1961, ARB)

WCYB-TV First with 98 quarter-hour homes.

Station "B" 21 quarter-hours and tied in one. (March 6-April 2, 1961, Nielsen)

WCYB-TV's superiority in other fields has been nationally proclaimed. Last year, WCYB-TV received the AP's national award of First Place for Outstanding Exchange of News through the Associated Press.

Channel 5, your best buy in the Bristol-Johnson City-Kingsport-Tri-City markets—a major Southern Television Market encompassing 37 counties, 1,257,100 people, $1,209,699,000 income, $850,594,000 sales.

WCYB-TV Channel 5
Bristol, Va.-Tenn. NBC

at $59,500 with delivery promised in the second quarter of 1962, reduces the power and air conditioning requirements needed by older models, and is put together in such a way that where headroom is a problem the top third of the console can be removed and placed at another location.

For the economy trade, RCA showed a model developed for closed circuit, military and the space trade. Not compatible with broadcast standards, the unit uses slant-track recording at 7½-in. speed. It is priced at $18,500. Also shown by RCA was a tv electronic tape editing system.

Cynosure of the exhibit hall was a $14,990 video tape recorder that had crowds around it almost every moment. Shown by Telechrome Manufacturing Corp., Amityville, N. Y., the JVC 770 uses standard video tape and meets U. S. broadcast standards, according to the company. The machine, however, is not compatible with other video tape recorders.

Two sets of magnetic heads are used; a wide track for recording and a narrower width for monitoring and playback. Both use slant-tracking. Heads are said to be simple, screw-in cartridge types and inexpensive.

The recorder, Telechrome stated, was developed under a two-year joint research program by Telechrome, Epsylon Industries Ltd., England, and the Japan Victor Co., Tokyo. It will be manufactured in the United States, Telechrome said.

This is the second video tape machine of Japanese origin shown in the United States. A prototype model of a 45-lb. transistorized recorder, built by Sony Corp., was shown at the IRE convention in New York last March (BROADCASTING, March 27). The unit, without accessories, will retail for about $10,000 it was reported last week at the Sony booth at the NAB convention. It does not meet FCC standards for tv.

Emitape Available ▪ Until now, Minnesota Mining & Manufacturing Co. was the prime supplier of magnetic tape for tv tape recorders. A new source is EMI/US, a subsidiary of Britain's EMI Ltd. Called Emitape, the British-developed product is credited with reducing headwear (permitting up to 300 hours of life), and contains an oxide layer that is said to be homogenous over the entire surface of the tape. Prices for two-inch rolls, including carrying cases, run from a single, 400-ft. length for $24.75 to a single, 7,200 ft. length for $354.25. Unit prices are less when tapes are purchased in bulk.

LEE RECOMMENDS FREEZE ON NEW AMS

But expected fireworks don't develop at FCC quiz session

Censorship, trafficking in licenses, program reporting forms and the number of am stations on the air were the principal topics of discussion during the anual NAB-FCC question-and-answer session last Wednesday (May 10).

Delegates and news media had anxiously awaited the panel, following the FCC chairman's tough speech the previous day (see page 58). The audience of over 2,000 was disappointed, however, as very little was said by the commissioners which was not already a matter of public record.

Commissioner Robert E. Lee drew applause from the predominantly radio audience when he recommended an immediate freeze on all applications for new am stations. His remark came in answer to a question if maybe the FCC has not authorized too many am stations. Chairman Newton N. Minow replied that radio problems are much more complicated than those of tv and that he personally had not had a chance to study them.

Disputing Commissioner Lee's position, Commissioner Rosel H. Hyde said that placing a restriction on the number of ams would be inconsistent with current rulemaking to limit station sales. "Can you go both ways?" he asked. Commissioner T. A. M. Craven said that any effort to prohibit new am grants would be a government encroachment into private enterprise.

More Applause ▪ Commissioner Craven drew the most generous applause of the 90-minute session when he said that the proposed rule prohibiting the sale of stations unless owned for at least three years is unduly restrictive and constitutes further government interference with broadcasting. Commissioners John S. Cross, Robert T. Bartley, Minow and Lee, however, endorsed the proposal. Commissioner Cross said that if the present rule is defeated, he would propose one prohibiting the purchase of a station by anyone who had sold one within the past three years.

The chairman said the sale of a station is not just the transfer of private property and the price "bears no resemblance to actual value." The only thing being sold, he maintained, is the license to operate using public property and that this is why the commission is concerned. Commissioner Hyde said that perhaps the FCC should consider sales on an individual basis and not impose a rigid three-year rule.

Every effort will be made to finalize

FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

the commission's new programming reporting forms as soon as practicable, Chairman Minow said, although the June 1 deadline for commenting was extended last week. He promised that the questions as presently drafted will be revised to correct current controversies and possible double meanings. Commissioner Ford praised the FCC's July 1960 policy statement as an excellent guide to what the agency expects of licensees but Commissioner Hyde pointed to a 1949 commission statement of policy on fairness.

The latter said that when the form is finally adopted, he hopes it will give stations the "broadest latitude" and avoid outlining strict programming formulas in advance.

Commissioner Craven predicted that legislation currently before Congress requiring the production of all-channel receivers will not become law and expressed the fear that uhf-vhf sets, in any case, will be too expensive to appeal to the public. Several commissioners spoke up in favor of station editorials on local, controversial matters. Commissioner Bartley said, however, that most stations do not have the necessary "maturity" to editorialize in favor of political candidates.

Positive Reply ▪ Chairman Minow replied, "I certainly do," when asked if he thinks adherence to the NAB codes will help stations meet their obligations to the public. He urged broadcasters to take the codes seriously. Commissioner Lee said the FCC has "lifted its eyebrow as high as possible" in trying to encourage stations to join the NAB and its radio-tv codes.

The chairman invited all interested parties to make formal objections to 40-second station breaks with the commission, particularly when and if triple-spotting results. On ratings, the chairman said that if they are the sole guide to programming, then the licensee has abdicated his responsibility to someone else and the FCC will move into the area. He said he was not concerned about the accuracy of ratings but rather how they are used.

Both Commissioners Minow and Bartley warned that broadcasters will have to be more and more concerned in the future about Sec. 316 of the Communications Act — that section dealing with revocation of licenses.

On censorship, Mr. Minow promised that there will never be any such thing at the FCC. He said that there can be only so many broadcast stations and that the commission has the responsibility of determining the best qualified and most responsible broadcasters. Commissioner Craven, on the other hand, said that while no commissioner has any intention of violating the First Amendment to the Constitution, they actually do in many instances in renewal cases. Commissioner Hyde said moves by the FCC to stimulate greater efforts by licensees may appear to be censorship.

Commissioner Ford thought the commission is more concerned with censorship on a daily basis than the broadcaster and Commissioner Lee said that the agency has been "very reasonable" in the past.

In closing the panel, Chairman Minow promised to always speak frankly and openly with broadcasters and to make his views known. The panel was moderated by Clair McCollough of the Steinman stations, chairman of the combined NAB boards. All seven commissioners participated.

NBC-TV SHOOTS FOR TOP BILLINGS

Sarnoff cautions against 'over-commercialization'

NBC Chairman Robert W. Sarnoff warned NBC-TV affiliates last week that both networks and stations are "moving into a new era of government scrutiny," and that they should do nothing locally to upset the program balance built into the NBC-TV schedule.

Careful self-regulation, he said, is one of the surest ways to avoid more stringent government regulation.

He specifically cautioned against "over-commercialization."

Representing their groups at meeting of NBC-TV with affiliates (l to r) Robert E. Kintner, NBC president, and Jack Harris, KPRC-TV, chairman of the NBC-TV Affiliates Board of Delegates.

Mr. Sarnoff addressed the affiliates at the end of a two-hour meeting in which they were briefed on NBC-TV's program plans for 1961-62. The meeting was held May 7 in Washington, in connection with the NAB convention. Jack Harris of KPRC-TV Houston, chairman of the NBC-TV Affiliates Board of Delegates, told the meeting he had never attended one that gave him so much "encouragement and enthusiasm" for the following season.

Walter D. Scott, executive vice president of the network, said he has "every reason to expect that NBC-TV will be the world's largest advertising medium" in 1961. This is a title CBS-TV has claimed for years. Mr. Scott said NBC-TV already has commitments for full or partial sponsorships in every nighttime segment of the 1961-62 schedule except one, and that this deficiency would be cured within a few days.

NBC President Robert E. Kintner, stressing balance and quality as the objectives of the new fall program schedule, voiced confidence that its diversity is such that by carrying it a broadcaster "will be performing the service essential to his franchise."

Too Much Violence ▪ Mr. Kintner

thought there was some validity in the frequent charges that there is "too much violence" on television. He said NBC officials met recently with writers and producers to make sure that "authenticity" is the keynote in NBC programming and that there will be "no violence for violence's sake."

Mr. Kintner called attention to news and information programming in the new fall schedule, including David Brinkley's new *Brinkley's Journal* on Wednesdays at 10:30 p.m. and Frank McGee's new *Here and Now* on Fridays at 10:30. He noted that the new Brinkley series already had been signed to full sponsorship by the Douglas Fir Plywood Assn. and Pittsburgh Plate Glass Co. He also called attention to Gulf Oil Co.'s sponsorship of a new Friday-evening news series which he described as involving a new concept, in that it will deal more with news-feature stories than with top-headline news.

Another new concept, he said, is involved in the planned *Du Pont Show of the Week*, described as a series of actuality programs that will range from dramas to special projects to news. This series will be seen on Sunday nights at 10.

Officials said NBC color programming in 1961-62 will rise 60% above the current year's total to a new high exceeding 1,600 hours.

These broadcasters got together at NBC-TV's meeting with affiliates (l to r): W. R. Roberson Jr., WITN (TV) Washington, N.C.; Walter D. Scott, NBC-TV executive vice president; Harold Essex, WSJS-TV Winston-Salem, N.C.; G. David Gentling, KROC-TV Rochester, Minn. The meeting was

Hugh Downs, m.c. of *Concentration* and announcer on the *Jack Paar Show*, presided over the film-slide presentation of program plans, which generally followed the pattern made public as the schedule was being put together.

On hand to supplement Mr. Downs' presentation were David Levy, NBC-TV programs and talent vice president, and several producers and stars from the new schedule.

THERE'LL BE SOME CHANGES MADE...

. . . *In power — 2½ more*

. . . *In coverage — 4 times greater area*

. . . *In homes reached an increase of 100,000*

. . . *In population — 700,000 or 40% of the state's total*

the first week in June when . . .

WNOK-TV moves to CHANNEL 19

CBS

Columbia, South Carolina

H. Moody McElveen, Jr. V. P. and General Manager

Represented by Paul H. Raymer Co.

ABC-TV'S SMOOTHER ROAD

Fewer problems seen in future by Treyz as the dark horse in network race hits its stride

ABC-TV, which came up from nowhere to make network television a three-way race, ought to have easier sledding from now on, President Oliver Treyz told a general meeting of affiliates last week. The meeting was held May 7 in Washington, preceding the NAB convention.

"We've had some problems in the past," he said, "but I think we face a future that will have fewer problems for us all."

He said ABC-TV is clearly running ahead of CBS-TV and NBC-TV in ratings in markets where all three networks compete on an equal footing, and that stations in one- and two-station markets "are beginning to follow the public" by clearing more and more ABC-TV programs.

One big reason ABC-TV should have fewer problems in the future, Mr. Treyz said, is that it caters to and is reaching the younger audience—viewers under 50 years of age. The other networks, he contended, are stronger with the older set. Thus, he said, ABC reaches an audience that is growing, while NBC and CBS reach one that is dwindling.

Other highlights of the meeting included:

▪ Leonard H. Goldenson, president of the parent AB-PT, reported that within the past year AB-PT had acquired interests in 19 foreign television stations and expects to boost that number substantially—and will use them, when technical developments permit, to originate news coverage for presentation on the ABC-TV network. "We're getting ready for world-wide television," he declared.

▪ James C. Hagerty, ABC vice president for news, special events and public affairs, estimated that world-wide originations of that sort would be possible or even commonplace in five to seven years, through satellite relays.

▪ Mr. Hagerty said he thought that with proper affiliate support—through clearances for network news and information programs—ABC "probably" would be the No. 1 network in news and public affairs programs two years from now.

▪ He said that while CBS-TV had arranged for a program featuring former President Eisenhower (BROADCASTING, May 8), "I have a hunch that ABC-TV will be doing 26 shows called *The Eisenhower Years* in the not too distant future." He said this was "not exactly an announcement," but that he thought the hunch would prove pretty accurate. Mr. Hagerty was President Eisenhower's news secretary.

ABC-TV's Treyz

▪ The affiliates association saluted network officials for their "courage" in extending nighttime station breaks from 30 seconds to 40 despite the oppositions of agencies, advertisers and CBS-TV. The affiliates assured the network they would not use the extended breaks for triple-spotting. Officials said 95% of the primary affiliates had put that pledge into writing (CLOSED CIRCUIT, May 1).

Most of the two-and-a-half-hour meeting was devoted to a Cellomatic presentation on ABC-TV's competitive standing against CBS-TV and NBC-TV and on ABC-TV's 1961-62 program plans in particular. The projected program schedule showed no substantial changes from plans disclosed earlier. Thomas W. Moore, programming vice president, emphasized that in every program category it undertakes, ABC-TV intends to be "best."

It was estimated that ABC-TV expenditures for regularly scheduled public affairs programming would exceed $7 million during the next season. Expenditures in this category this year were said to be 60% ahead of last year.

Julius Barnathan, vice president for affiliated stations, and Bert Briller, tv sales development vice president, were the principal participants in the presentation, along with Messrs. Goldenson, Treyz, Hagerty and Moore.

Cuba's Mestre urges news interpretation

Goar Mestre, once head of Cuba's CMQ Network and now in exile after Fidel Castro's purge, asked the wire services and media using them to interpret Castro's charges against the U.S. instead of merely printing them without refutation. Senor Mestre's luncheon speech was the most dramatic event in the two-day meeting of the Assn. for Professional Broadcasting Education in Washington May 5-6.

Senor Mestre said that the "imperialism" and "interventionist" charges made against the United States by Castro were once true, prior to 1934 and the advent of the Good Neighbor Policy, but they're true no longer. He said the wire services should explain this when they report Castro's tv tirades. He said Castro's impact through tv is his most important weapon, more powerful than Russian tanks and aircraft.

Senor Mestre admitted he had been enthusiastic about Castro when he first came to power and had hoped he would clean up the corruption of the Batista regime. He had approved of Castro's early attacks on the U.S. because he felt this country had given support and aid to many South American dictators it would not tolerate at home.

Now establishing a competitive broadcasting network in Argentina, Senor Mestre said he wishes that country had an organization comparable to the Assn. for Professional Broadcasting Education because he is prohibited from hiring personnel from the existing networks and trained broadcasters are scarce in Argentina.

Editorializing's Status ▪ Daniel W. Kops, president of WAVZ New Haven and WTRY Albany-Troy-Schenectady, told the APBE that broadcasting is winning its hard-waged fight for journalistic recognition. He pointed to the newspapers' trend to mergers, which he said often leave a community to be served by a single paper. Such journals, he said, usually fight to preserve the exact status quo. In such communities, station editorials should go into issues and instances of civic neglect which the papers ignore, Mr. Kops thought. He emphasized that responsible broadcasters should support the fight for equal access with other media to courts and legislatures.

Elmer Lower, NBC's Washington

manager of news and special events, gave the APBE a behind-the-scenes view of the presidential news conferences. The selection of the State Dept. auditorium as a site for the conferences was particularly fortuitous for broadcasters, he said, because of its size, acoustics and accommodation of radio and tv equipment. Referring to print media opposition to what they consider broadcast-oriented conferences, Mr. Lower said that the conferences now are permanently set to be broadcast on a live or delayed basis.

A panel discussion of broadcasters emphasized what station management seeks in new employes. On-the-job training in the summer was recommended and it was suggested that colleges give credit for this "field work." The station executives indicated they are eager to get graduates with good academic backgrounds in broadcasting.

James H. Hurlbert, NAB manager of broadcast personnel and economics, presented the results of a survey of station personnel attitudes. They underlined the attitudes expressed by the panel. Some 80% of those polled believe college training helped them get promotions and higher salaries. About 60% felt such background is helpful in getting one's first job in broadcasting.

BROADCAST ADVERTISING

A CLEAN-CUT SUCCESS FOR TELEVISION

Noxzema credits tv with increasing its sales

"Noxzema has found tv to be the major advertising influence on the consuming public," stockholders were told in the 1960 annual report f the Noxzema Chemical Co., Baltimore. This is management's reason for making television its "major advertising effort" and why tv will continue to take a big share of the budget.

Explaining network strategy for Noxzema skin care and shave products, the company said that multiple-program participation has made it possible to reach more families than on individually sponsored half-hour shows, with the lowest cost-per-thousand viewers in Noxzema's tv history.

Noxzema skin cream, skin lotion and the new Cover Girl line have been on ABC-TV's *Maverick, Adventures in Paradise* and *American Bandstand.* Shave products used spot in 29 cities. A 15-city radio schedule is planned for Cover Girl, the report said. The company also is using magazines and newspapers.

Sullivan, Stauffer, Colwell & Bayles, New York, is advertising agency for Noxzema and Cover Girl. Doherty, Clifford, Steers & Shenfield, New York, places shave product schedules.

Word from sponsor

A full half-hour program of commercials pre-empted a regular entertainment program on WTCN-TV Minneapolis-St. Paul April 27 10:30-11 p.m. But the station committed no sins of multiple spotting. The program, "A Word From the Sponsor," featured Arthur Lund, vice president and director of radio-tv for Campbell-Mithun, Minneapolis, with his 30-minute review of the tv commercials he considers the best of the season, both domestic and foreign. The presentation is an annual event of the Minneapolis Advertising Club and WTCN-TV decided to let Mr. & Mrs. Average Consumer watch, too.

Proprietary drugs linked to consumer by radio-tv

Advertising—on radio and tv as well as in other media—is the thing that links the non-prescription medicine product and the consumer together, William R. Hesse, president of Benton & Bowles, said in a speech prepared for delivery today (May 15) before the Proprietary Assn. in White Sulphur Springs, W. Va. Speaking on the subject, "Your Consumer Franchise," Mr. Hesse stated that "the trend today is toward self-selection—the choice of a particular item by the consumer . . . with relatively little help from the retailer. But when the personal element is missing, something *else* must bring the product and the consumer together." Advertising, Mr. Hesse declared, was that something else.

The proprietary medicine field, he emphasized, is "consumer sensitive" and it is all important to "stay in close touch" with the consumer and be aware of his changing traits and trends. Mr. Hesse said that innovations and specializations in new products, and a greatly expanding total market "puts a premium on good communications"—advertising that is focused towards supplying the consumer with advance information about the proprietary medicine product.

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by
Venard, Rintoul and McConnell

OUR GUYS ARE THERE!

When a campaign is breaking... When orders are being placed... When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!

Discord on agency licensing in survey

Results of the first major survey of agency, media and advertiser executives conducted by the Western States Adv. Agencies Assn. revealed that "change" in today's advertising picture is the most significant factor of concern.

The survey, conducted by Bill Boylhart, Boylhart, Lovett & Dean, Los Angeles, was to help forecast special interests and problem areas in agency, media and advertisers relations during the next year. It was presented last week at the WSAAA's 11th Annual Conference in San Diego.

Responding to questionnaires were 100 advertisers, 170 media management representatives and 160 agencies in 11 western states. Most controversial subject was the possibility of licensing agencies which ended in a deadlock—38% for, 38% against and 24% undecided. So aroused was interest in this category that almost 200 write-in comments were received, mostly from advertisers and agencies.

Another factor of note was the strong feeling that the 2% media cash discount is significant in maintaining prompt payments, particularly to agencies, where 83% agreed. Advertisers and media executives followed with 76% and 56%, respectively.

All three groups generally (70% each) rated advertising's image as being "poor," but they agreed the agency system was the best overall method of serving all interests concerned.

American Oil buys spots

American Oil Co., Chicago, breaks a national campaign May 23 that will include heavy spot schedules on 154 tv stations and 330 radio stations in nearly all major markets coast to coast. The spots are in addition to regular schedules of news programs. In tv, a new two-minute "musical extravaganza" commercial made at Columbia Pictures, Hollywood, will be featured. Theme of the campaign is the introduction of American to the national marketing scene following consolidation of American, Standard Oil of Indiana and Utah Oil Refining Co. (BROADCASTING, March 13). D'Arcy Adv., Chicago, is agency.

Business briefly...

S. C. Johnson Co., (Liquid Shoe White) Racine, Wis., will use network tv from the end of May through August to promote advantages of the newly-packaged product. "New Way to White Shoes" is the campaign theme. The schedule: Minimum of three messages weekly on NBC-TV'S *Jack Parr Show,* and frequent commercials on CBS-TV nighttime shows including *Playhouse 90, Zane Grey Theatre, Red Skelton, Angel, Garry Moore* and *Ann Sothern.* Agency: Needham, Louis & Brorby, Chicago.

F&M Schaefer Brewing Co., N. Y., (through BBDO) is sponsoring *Biography of a Rookie,* hour documentary about Willie Davis of the L.A. Dodgers, on four eastern stations this month at varying night hours. David Wolper production is part of intermittent "Schaefer Circle of Special Programs" which started last February. Schaefer also sponsors sports up and down east coast and continuing variety and theatre shows in New York and Boston.

United States Steel Corp., N. Y., will sponsor two of NBC-TV's *Project 20* color programs next season. The programs will be "The Coming of Christ," at a day and time still to be set but immediately prior to Christmas, and that program's yet uncompleted sequel, "He Is Risen," which is set for April 18, 1962 (Wed. 8:30-9:30 p.m. EST). U. S. Steel sponsored NBC-TV's premiere broadcast of "Coming of Christ" last Dec. 21. Agency: BBDO, N.Y.

The Henry J. Kaiser Companies, Oak-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 4-10 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 4	**Untouchables** (9:30 p.m.)	ABC-TV	33.2
Fri., May 5	**Project Mercury** (10:20 a.m.)	All networks	33.2
Fri., May 5	**Flintstones** (8:30 p.m.)	ABC-TV	24.0
Sat., May 6	**Gunsmoke** (10 p.m.)	CBS-TV	30.7
Sun., May 7	**Jack Benny** (9:30 p.m.)	CBS-TV	25.2
Mon., May 8	**Andy Griffith** (9:30 p.m.)	CBS-TV	24.1
Tue., May 9	**Garry Moore** (10 p.m.)	CBS-TV	31.3
Wed., May 10	**Naked City** (10 p.m.)	ABC-TV	24.9

Copyright 1961 American Research Bureau

land, Calif., ordered sponsorship of ABC-TV's new adventure series, *Follow the Sun* (Sun. 7:30-8:30 p.m. NYT), and also renewed for a fifth consecutive year ABC-TV's *Maverick* (Sun. 6:30-7:30 p.m.), both starting Sept. 24. Agency: Young & Rubicam Inc., N.Y.

Pittsburgh Plate Glass Co., Pittsburgh, has purchased a total of 37 minutes in two more of NBC-TV series next season. The order includes 25 minutes in *Robert Taylor's Detectives* (Fri. 8:30-9:30 p.m. NYT) and 12 minutes in *Laramie* (Tue. 7:30-8:30 p.m. NYT). Earlier, the advertiser ordered co-sponsorship of NBC-TV's new *David Brinkley's Journal* (BROADCASTING, May 8). Agency: Maxon Inc., N. Y.

Rep appointments...

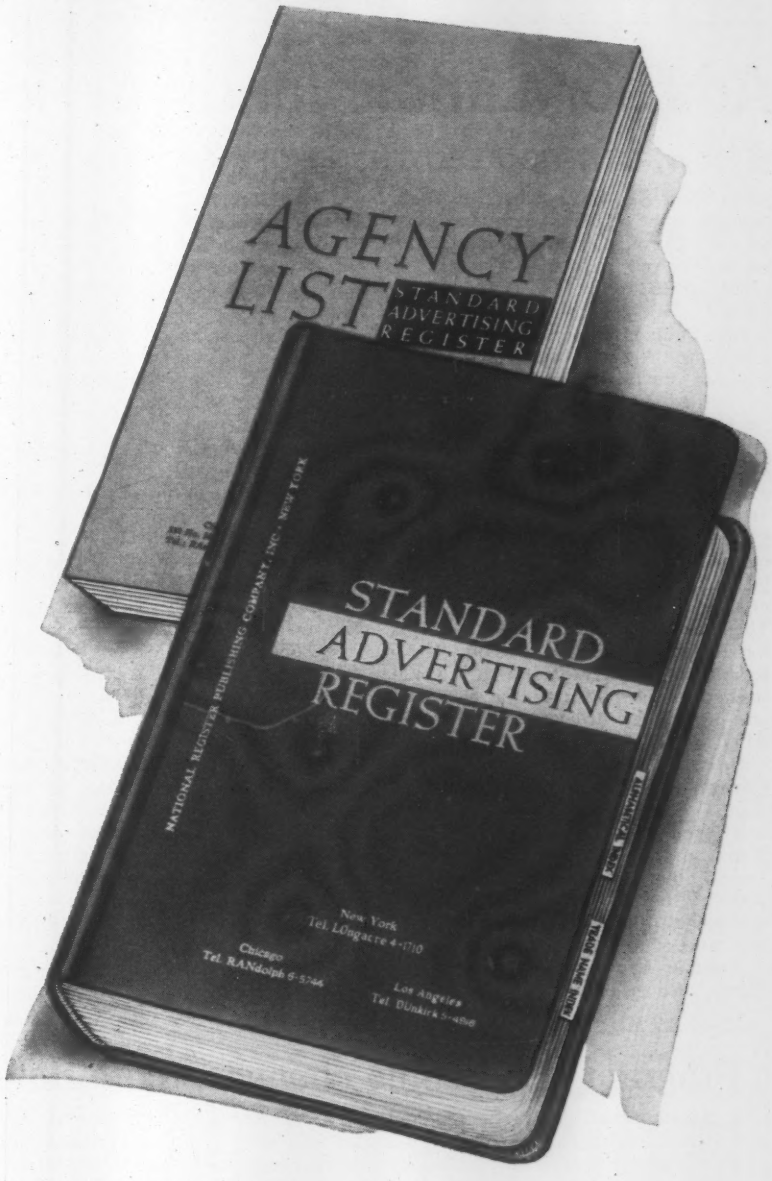
- WAAF Chicago: The Bolling Co.
- WCKT (TV) Miami: Harrington, Righter & Parsons, effective July 1.
- WCSH-TV Portland and WLBZ-TV Bangor, both Maine: The Katz Agency.
- KRKD Los Angeles: Broadcast Time Sales.

How Ziv-UA 'marries' advertisers-stations

Ziv-United Artists, which has been successful in "pairing off" advertisers with stations for sponsorship of its series, reported last week it has "married off" three more regional advertisers for its new *King of Diamonds* program. Ziv's approach is to bring in an advertiser for alternate-week sponsorship of its series, leaving only an every-other-week slot open for local sale. From the station's view, an alternate-week sale is easier to accomplish, and the revenue from a regional advertiser reportedly brings it close to the "break-even" point.

On *King of Diamonds*, alternate week sponsors brought in by Ziv-UA are: J. Schmidt Brewing Co., St. Paul, through Maxon Inc., Minneapolis, for showing on KDAL-TV Duluth; KEYC-TV Mankato, Minn.; KGLO-TV Mason City, Iowa; KFYR-TV Bismarck, N. D.; Piel Bros., Brooklyn, through Young & Rubicam, New York, for showing on WRCV-TV Philadelphia; WGAL-TV Lancaster, Pa.; WABC-TV New York and WRGB(TV) Schenectady, N. Y., and Jackson Brewing Co., New Orleans, through Doherty, Clifford, Steers & Shenfield, New York, for showing on KALB-TV Alexandria, La.

Other pairings will be announced as they are completed, according to Ziv-UA. In the past, Ziv-UA has effected such "mergers" in as many as 73 localities for a single advertiser, a company spokesman said.



TWO you can TRUST

for advertising accuracy

NATIONAL REGISTER PUBLISHING CO., Inc.

147 West 42nd Street, New York 36, N.Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.

Adviser Landis lands on Hill grill

MINOW, OTHERS ALSO TO TESTIFY ON KENNEDY AGENCY REVAMPS

President Kennedy's proposals to reorganize the regulatory agencies are getting a thorough examination on Capitol Hill. And particular attention is being directed to his FCC recommendations.

On Thursday, Rep. Oren Harris' Regulatory Agencies Subcommittee, in a closed, previously unannounced meeting, grilled White House adviser James M. Landis for four hours on the FCC proposal. FCC Chairman Newton N. Minow was on hand to testify, but the meeting ran so late he was asked to return Tuesday morning (May 16).

On Wednesday, Rep. Clare E. Hoffman (R-Mich.) introduced resolutions in the House disapproving the four reorganization plans thus far submitted. The most recent, filed Tuesday, affects the Federal Trade Commission. It resembles its predecessors in that it would strengthen the power of the chairman and provide for delegation of responsibility to staff members.

On the same day, Chairman William Dawson (D-Ill.) of the House Government Operations Committee announced that group will begin hearings this Friday on the reorganization plans. Mr. Landis, the presidential aide credited with drafting the proposals, will be the first witness and will be followed by the chairmen of the affected agencies.

Another Landis Appearance ▪ Mr. Landis also is expected to be the first witness before the Senate Communications Subcommittee at hearings starting May 23 on the FCC plan. The Federal Communications Bar Assn. will appear at both open hearings to oppose the plan.

There was some doubt that all this attention would generate sufficient opposition in Congress to defeat the FCC plan or any of the others. The proposals go into effect, unless voted down by a majority of either House, within 60 days of being submitted.

But according to one of the proposals' opponents, "opposition is building up." Rep. William L. Springer (R-Ill.), second-ranking Republican on the Regulatory Agencies Subcommittee, said the reorganization plans, by investing the chairman with additional power, "will make one-man commissions." and "the party that controls the chairman will control the commission," added.

FCC Chairman Minow's scalding speech before the NAB Tuesday has increased the concern of those already worried, according to Rep. Springer. "If you put that plan together with Minow's speech, you get a frightening picture of how the plan would be implemented," he said.

Plan's Provisions ▪ The plan empowers the commission to delegate more authority to commission panels, individual commissioners, and subordinate employes. But it gives the delegating function to the chairman.

To ease their way through Congress, Mr. Landis reviewed the reorganization proposals with Rep. Harris, chairman of the House Commerce Committee, and Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee before submitting them. Sen. Magnuson has since expressed approval of the FCC plan (AT DEADLINE, May 1).

Rep. Harris, however, is still not satisfied. After the long session with Mr. Landis Thursday, he said that while he favors some of the FCC plan's objectives, "I can't say the methods are best." He said the session with Mr Landis was devoted to a discussion of the ideas and thinking that went into the plan's formulation.

The subcommittee questioned Mr. Landis closely and at length on what the FCC chairman's authority would be under the proposal, Rep. Harris said. "We're trying to find out what the plan does," he added.

Chairman Minow was noncommittal on leaving the hearing room as to whether he thinks the plan is headed for trouble. "It's too early to tell," he said. Attending the session with him were five of his six fellow commissioners—Frederick W. Ford, Rosel H. Hyde, T.A.M. Craven, Robert T. Bartley, and John S. Cross. Commissioner Robert E. Lee was absent.

Program form: some changes, more time to comment

Revisions to the proposed—and controversial—revisions of the FCC's program reporting form were promised by the agency last week in an extension of the June 1 deadline for commenting.

Broadcasters had been near unanimity in their condemnation of the commission's proposal and last week's extension—to an unspecified date—was granted following a crash program of meetings between industry representatives and the FCC (BROADCASTING, May 8). A new date for the comments will be set as soon as the FCC approves changes.

The Broadcast Bureau was ordered to expedite the revision and pending its completion, the commission said that no useful purpose would be served by comments on the presently-outstanding proposals. It is expected that the newest new forms will include alternate questions in certain categories for am and tv stations and less reliance on an average week with a return to more of a composite-week method.

Many questions which were vague and susceptible to double meanings also will be clarified, a spokesman said, but the basic premise behind the new form will remain the same.

Suggestions on how to make the programming form more current and useful were submitted to the commission last week by Elmer G. Sulzer, chairman of the radio-tv department of Indiana U. He said the requirement to describe each station's service area would present an engineering task too expensive for many stations. The implication that each station should carry religious programming was contrary to both the Constitution and the concept of church-state separation, Mr. Sulzer claimed. He also felt that agricultural programming was a waste of time in some areas and less helpful than formerly in most parts of the country.

Mr. Sulzer would break the programming definitions into "entertainment" and "information." Pointing out that the public interest varies widely throughout the country, he said the FCC will still have to rely on case-by-case analysis. He said the FCC's main tools should be a station's composite-week logs, the nature and evaluation of complaints against a station and field investigations in those cases, "and only those cases, where the judgment of the station seems open to question."

Off-season buy

The New York Republican County Committee, in what is a rare move for a non-election period, will sponsor its own weekly political series on WOR New York. The paid series, which was bought through the Alban Corp., N.Y., a public relations firm, will be broadcast from 2:55-3 p.m. on Sundays.

More examples cited on required mentions

The FCC moved last week to tighten further its rules covering identification of products mentioned on the air. The agency asked for comments by June 19 on rulemaking which would require an announcement if certain groups have an interest in a service or product which is promoted and the fact that such interest exists is not readily apparent to the public.

Covered under the proposed rules are licensees, networks which furnish promotional matter, any officer, director, employe or 10% owner of licensees, and any person appearing on a program wherein a product is promoted in which he has a financial interest. Stations and networks would be required to exercise "reasonable diligence" in ascertaining the existence of financial interests covered by the proposed rules.

The following 13 examples were listed by the commission as either applicable or non-applicable to the new rules:

(i) A radio network directly or indirectly has an ownership interest in a company engaged in the business of producing phonograph records. A popular music recording produced by that company is played during a program of the network, and program announcer gives the names of the selection, the composer, the performing band, the soloist and the record manufacturer. No announcement is necessary since it is customary to identify musical recordings in this manner.

(ii) Facts as under (i) but the announcer comments favorably on the popularity or appeal or merits of the record. Announcement is necessary where such comments are not customarily made, but not necessary if such matter is customarily interpolated in the program format.

(iii) The parent corporation of a television network is entitled to share in the proceeds of the sale in stores, of a game which is based on a similar game broadcast as a program of that network. During that program it is announced that the same or a similar game of the same name can be bought at stores. Announcement of the network's interest is necessary, since mention of the public sale of the game is not necessary to its performance on the program.

(iv) Facts as under (iii) except that instead of the announcement that the game can be bought at stores, copies of it are given away on the program as prizes. An announcement of the network's interest is necessary since it is not necessary to the program that copies of the game be included in the prizes awarded to contestants.

(v) Facts as under (iv), except that the program on which the game is played is sponsored by the company which manufactures the game and the appropriate sponsorship identification is broadcast. Additional announcement is not necessary.

(vi) A person who is the licensee of a radio station owns shares in a publicly held corporation. That corporation sponsors a program broadcast over the station and proper sponsorship identification is made. No additional announcement is necessary.

(vii) A person appearing on a television program not associated with a particular game mentions and praises it. He has an interest in the proceeds from its sale. Announcement is required since its mention is not reasonably necessary to the program and his interest is not otherwise evident to the audience.

(viii) An actor who plays the leading role in a motion picture appears on a television program and mentions the film. The actor is entitled to a percentage of the income from exhibition of the film. No announcement is necessary since it is ordinarily to be expected that the actor will benefit financially from the success of the film.

(ix) The author or publisher of a book appears on a broadcast program and mentions the book. No announcement is necessary since it is readily apparent that the author or publisher will have a financial interest in the proceeds from its sale.

(x) A singing celebrity appears on a regular or special broadcast program and sings a song which is available on records for sale to the public. No announcement is necessary.

(xi) Facts as under the previous example, but the singer refers to the fact that the song is available on records. Announcement is not necessary, since it is readily apparent that the singer will benefit financially from the sale of the record.

(xii) An employee of a radio or television station has an interest in dance band which performs on a broadcast

COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

over the station. Without more, no announcement is necessary.

(xiii) Facts as under the preceding example, but the audience is informed that the band plays at a certain dance hall or other place or is available for engagements. Announcement is necessary since the additional matter is not ordinarily necessary to the performance of the band during the broadcast and serves to promote patronage of the band beyond listening to or watching its broadcast performances.

WMCA goes to court in editorial campaign action

WMCA New York and its president, R. Peter Straus, have filed a suit in U.S. District Court in Manhattan challenging the validity of New York State laws which apportion the legislature "in a manner discriminatory to the residents of New York City."

Simultaneously, Mr. Straus began an editorial campaign over WMAC New York. He points out, for example, that there are 25 counties in upstate New York, which together have barely one-third of the population of Brooklyn, but nevertheless cast more votes than Brooklyn in the New York State Assembly. He urged voters in New York City to send cards to WMCA supporting the station's campaign.

Defendants named in the suit were Caroline K. Simon, New York Secretary of State; Louis J. Lefkowitz, New York State Attorney General, and representative members of the County Board of Supervisors and Boards of Elections. Joining Mr. Straus and WMCA as plaintiff were six citizens residing in the New York City area.

Westinghouse gets okay for space experiment

Westinghouse Broadcasting Co. received FCC authorization Friday (May 5) to build and operate experimental radio station to bounce signals off moon. Included in tests will be passive (non-radio-equipped) earth satellites for basic research and study of space communications.

Earth station will be located near Linthicum, Md., with reflected signals received by same station. Authorization is good until Nov. 1 on center frequency of 550 mc with 2 kw. Operational use will not be permitted since 550 mc is not part of band allocated for space research by 1959 Geneva convention.

Prime purpose of experiment is to determine feasibility of frequency sharing between space systems and conventional earth-bound communications services of various kinds.

HARRIS ETHICS HEARING JUNE 6-9

Sen. Carroll introduces bills on Kennedy proposals

Rep. Oren Harris (D-Ark.) and Sen. John A. Carroll (D-Colo.) moved forward with plans last week to improve the performance of the FCC and other regulatory agencies, particularly in the field of ethics.

Rep. Harris, chairman of the House Commerce Committee, announced that group will hold a hearing June 6-9 on his bill (HR 14) to curb backdoor influence on the agencies and to prohibit off-the-record communications.

Sen. Carroll, chairman of the Senate Administrative Practice & Procedure Subcommittee, introduced a three-point legislative package Thursday. One bill (S 1843) would implement the President's proposal to set up and enforce ethical standards and another (S 1844) to ban *ex parte* contact. The third (S 1842) would provide uniform 10-year terms for members of the FCC and nine other boards and commissions.

Sen. Carroll previously introduced a regulatory agency bill (S 1734), which would upgrade the role of hearing examiners. A hearing on that proposal will be held Thursday and Friday (BROADCASTING, May 8).

All four of the senator's bills grew out of the findings of his subcommittee, which has been looking into regulatory agency problems almost two years.

Rep. Harris said his bill, identical to one he introduced in the last session of Congress, is the result of "disclosures of improprieties" originally brought to light by the old Legislative Oversight Subcommittee, which he headed.

Bill's Provisions ■ The measure would prohibit improper influence on commissions, require high ethical standards on the part of commission members and employes, and make off-the-record contacts subject to criminal penalties. It also would make uniform the President's power to remove agency members for cause.

A major feature of the bill would grant the agencies authority in borderline cases to announce publicly when the bill's provisions apply to a proceeding. Rep. Harris said this is consistent with President Kennedy's recent conflict-of-interest message which favors giving agencies the authority to tailor prohibitions to their own proceedings.

Sen. Carroll's ethical standards bill would provide penalties for those violating presidential directives, such as the one issued May 5, which bans conflict-of-interest activities. Commission members and employes and those working in executive departments would be subject to discharge or to one-year suspensions without pay. Persons practicing before an agency who encourage employes to violate the code could be barred from practicing before that agency for a year.

The *ex parte* bill requires full disclosure of all private or written contacts made between parties to a hearing and decision-making members of regulatory agencies. A similar provision is in the Harris bill.

The bill to establish 10-year terms for members of the major commissions and boards is designed to ease the President's job in recruiting able men to serve on them, according to Sen. Carroll. At present, the members' terms run between five and seven years.

The bill would also empower the President to remove a member of the opposing political party and replace him with someone of his own choice. Sen. Carroll said this would protect a President's program "from being frustrated by a commission stacked with members of the opposing party." The displaced member however, would continue to receive his full salary until the normal expiration of his term.

Supreme Court refuses to review Boston ch. 5

The battle of the *Boston Herald Traveler* to overturn the FCC's ruling in the Boston ch. 5 case ended last week when the U. S. Supreme Court refused to review the case.

The FCC set aside the 1957 grant to the newspaper on the ground that there had been behind the scenes maneuvering with FCC commissioners. It said that it would re-evaluate the original applicants, including the *Herald Traveler*, to determine who should receive the grant. The *Herald Traveler*, the commission said, should continue to operate its WHDH-TV under temporary authority until a new decision was reached. Other applicants are Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc.

The *Herald Traveler* claimed that the FCC could not vacate the ch. 5 grant without a formal hearing.

The commission last week renewed the license of WHDH Boston, the radio adjunct of the tv station, but warned it was without prejudice to any action taken in the tv case.

Judgement against KXLY

Richard E. Jones, former manager of KXLY-AM-FM-TV Spokane, Wash., won a judgment of $100,000 from his previous employers in a ruling by a local judge May 4. Mr Jones had sued for $325,000, representing he said, the value of his 10% of the ownership of the stations, plus unpaid salary. The

judgment was against Northern Pacific Television & Radio Corp. and its officers, Norman Alexander and Joseph Harris. In his decision, state Judge Raymond F. Kelly said he had valued the stations at $2,250,000 as of the end of 1958 when Mr. Jones ceased to be manager.

NLRB says KXTV (TV) unions violated labor act

American Federation of Television & Radio Artists (AFTRA) and National Assn. of Broadcast Employes & Technicians (NABET) violated the National Labor Relations Act by engaging in unfair threats against advertisers of KXTV (TV) Sacramento, Calif., according to a trial examiner's ruling. The unions must cease such practices, the trial examiner, Howard Myers, ruled.

Two months ago the U. S. District Court in Sacramento had enjoined the unions and their members from engaging in misconduct pending a ruling by NLRB on charges brought by the station, one of the Corinthian group.

Robert Wilson, station manager, said the ruling by the examiner and the court injunction vindicate the station's position that union tactics against advertisers were unfair, unlawful and improper. Company attorneys have been instructed to continue prosecution of a complaint for damages against the unions and their representatives.

Radio One rebuts KMAK sale protest

Radio One (KXOA Sacramento and KLIV San Jose, Calif.) last week asked the FCC to ignore protests by KYNO Fresno against Radio One's proposed purchase of KMAK there (BROADCASTING, May 1). Radio One claims KYNO has no standing as an aggrieved party and that its protest was based on "hearsay and double hearsay" in violation of the FCC rule requiring a protest to be based on personal knowledge.

Riley R. Gibson, president of Radio One, admitted in an affidavit he had favored the idea of changing KMAK's call letters to KOAK (pronounced Coke) as a tie-in with Coca-Cola Co. But, he said, there is nothing in FCC policy or procedures that "precludes the identification of a station with a collateral venture, commercial or otherwise." As examples he cited WMGM New York (MGM) and KRON San Francisco (as in *Chronicle*).

As for KYNO's complaint that proposed programming for KMAK would duplicate that of Radio One's other stations, and thus not be representative of Fresno's particular needs, the company responded that under current FCC procedure it is not required to narrate the steps it took to determine the community's needs but that it feels the programming would serve Fresno.

In rebutting KYNO's charges that Radio One introduced the prospective station manager as already running the station and otherwise had indicated that the sale was approved, Radio One was joined by McMahan Broadcasting Co., the seller and current licensee. Both companies denied that an unauthorized transfer or control had transpired or was so represented. McMahan asked the commission to dismiss KYNO's petition before June 1 when the sale contract expires, lest KYNO achieve its end without establishing its case.

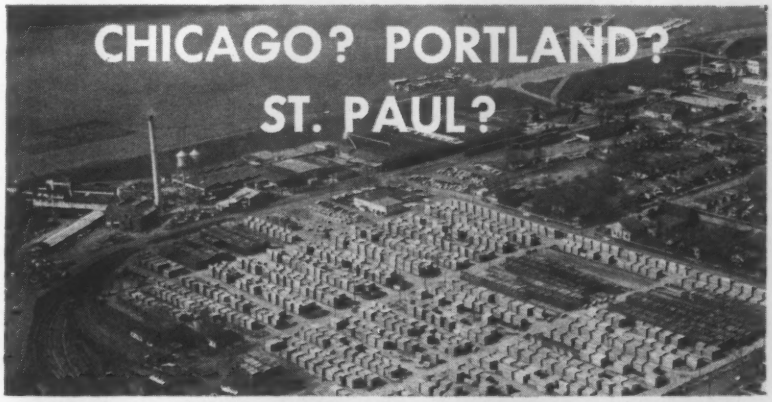
FCC used devious method in renewal move—WGMA

WGMA Hollywood, Fla., which faces a license-renewal hearing on the character qualifications of one of its owners (Daniel Enright, who was implicated in the 1959 tv quiz scandals), accused the FCC of using devious procedures and asked the commission to reconsider. The license-renewal hearing would hold up the proposed sale of WGMA to Kingsley H. Murphy Jr. and Carroll E. Crawford for $265,000 (BROADCASTING, April 17).

The station said the FCC could have initiated revocation proceedings (in which the burden of proof would have rested with the agency) in 1959 when it looked into the quiz scandals. The commission had another opportunity to precipitate a hearing when the sale application was filed in August 1960, WGMA claimed. By waiting until the station's license is up for renewal the FCC has violated both the Administrative Procedures Act and the Communications Act, the station charged. WGMA said there is no FCC precedent for blocking a sale because of the qualifications of the seller and claimed that to be the reason for the processing delay.

WGMA suggested three alternatives for the commission: (1) grant the assignment of license; (2) revoke the order setting the renewal for hearing and send a 309(b) letter of warning; (3) consolidate the assignment of license and renewal of license applications into one hearing.

The station also requested an extension of time—until 15 days after the FCC acts on its petition for reconsideration—in which WGMA may file to change or delete issues and in which WGMA may issue public notice of hearing.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Greenville Division of the Chicago Mill and Lumber Company, Greenville, Mississippi.

New overlap concept seen in FCC action

A new concept of what constitutes unacceptable overlap of the signals of commonly-owned broadcast stations was added to the FCC's interpretation of regulations last week.

Over the dissents of Commissioners T. A. M. Craven and John S. Cross, the commission set for hearing the $600,000 purchase of KGMS Sacramento, Calif., by four individuals, three of whom also own varying interests in KFIV Modesto, Calif., and all four in KFAX San Francisco. Ownership of all three stations, the commission said, violate Sec. 3.35 (a) of its rules covering overlap.

Prospective buyers of KGMS are A. J. Krisik (51.1%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%). The commission said that joint coverage of the primary service area of the three stations would encompass 150 miles in central California, although it was admitted a 2mv/m overlap probably would not exist.

In addition, the signals of none of the three stations would reach the home cities of the others and the overlap, the prospective buyer, Capitol Broadcasting Co., stated, is encompassed in a "mountainous, rural area."

This is the first action of this type by the commission in the memory of veteran employes. In the past, approval has been granted with only one or two dissents (primarily by Commissioner Robert T. Bartley).

The case, however, may not become a commission benchmark since there is a possibility that the contract will be voided. It provided that either party may cancel 150 days after the application for approval is accepted by the commission (in this case, on Dec. 21, 1960). If this happens, an FCC official stated, the commission's action last week would result in an actual denial of the transfer through a "lifted eyebrow."

Capitol Broadcasting is buying KGMS from Anthony C. and Alfred A. Morici and associates. Voting for the hearing were Commissioners Newton N. Minow, Frederick W. Ford, Rosel H. Hyde and Robert T. Bartley. Commissioner Robert E. Lee, who was ill, missed last week's meeting.

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Ch. 6 applicant replies to 'deception' charges

South Florida Amusement Co., the applicant favored by the hearing examiner's initial decision for ch. 6 Miami, replied sharply last week to charges of deception levelled by competing applicant, Coral Tv Corp. (BROADCASTING, May 8).

South Florida said that the statements in Coral's protest are hearsay and noted that those making insinuations about South Florida principal Sherwin Grossman and about his one-time uhf station WBUF-TV Buffalo did not submit sworn statements. The petition contained several affidavits from people said to be present when Mr. Grossman allegedly told an employe not to turn over the station's logs to anyone, particularly not the purchaser, NBC. All affidavits said the remark was not made. Coral had said Mr. Grossman made the remark while employes loaded the logs into the WBUF-TV station wagon. The affidavits said that WBUF-TV had no station wagon but that NBC did. Mr. Grossman said the confusion surrounding the turnover of the station to the network may account for NBC's losing the logs.

All sworn statements denied the Coral charge that WBUF-TV had conducted phony quiz programs and then refused to pay the prizes.

Tower painting clears hurdle

The Senate Commerce Committee has approved without objection a bill (S 684) authorizing the FCC to require owners of abandoned radio towers to continue to paint and illuminate them. The aim is to prevent the abandoned towers from becoming a hazard to aircraft.

The bill, which was introduced at the request of the FCC, would also empower that agency to require the dismantling of towers if that proved necessary. This was added as an amendment on the recommendation of Sen. A. S. Mike Monroney (D-Okla.).

Robinson am application set for hearing by FCC

The application of Aaron B. Robinson for a new am station in Holly Springs, Miss., was set for hearing by the FCC last week on the dual issues of concentration of control and proposed programming.

Mr. Robinson's programming plans would not meet the public interest, according to the commission, because his live offerings would consist of only 2% of the total broadcast time and no provision has been made for education and discussion. According to Mr. Robinson's application, his programming was broken down this way: entertainment, 73%; religion, 4%; agricultural, 10%; education, 1%; news, 10%; discussion, 1%; and talks, 1%.

The applicant also told the commission that when local controversies arise he will provide a forum for discussion on the air and will search out qualified speakers. In addition, he proposes to employ a fulltime newsman.

The concentration-of-control issue arose because of Mr. Robinson's majority ownership of WLMA Corinth, Miss., and five Tennessee stations—WDXI Jackson, WTPR Paris, WENK Union City, WDXN Clarksville and WDXE Lawrenceburg. The Holly Springs station would give him seven ams—the maximum permitted under FCC rules.

Transmitter move denied

The United States Court of Appeals upheld the FCC last week in denying the request of WNHC-TV New Haven to move its transmitter site. The unanimous three-judge court ruled that the FCC was right in refusing to grant the Triangle station the right to move since it would interfere with the "delicate balance" of uhf in Springfield, Mass. The decision was written by Circuit Judge Charles Fahy, and concurred in by Judges Charles A. Danaher and Warren E. Burger. The FCC granted the initial WNHC-TV application to move, but reconsidered when WWLP (TV) Springfield protested. A corrollary appeal by Triangle, against the FCC's refusal to take notice of information regarding WWLP's financial ability, was dismissed by the court.

Main Street U.S.A. is getting longer

USIA TURNS TO AMERICAN RADIO-TV STATIONS FOR PROGRAM HELP

Main Street, U.S.A., runs from Phoenix, Ariz., and Keene, N. H., to the African bush and the marketplaces of India—or can, if given the electronic bridge of a privately-produced U. S. radio or television program.

This is the view of the U. S. Information Agency, whose Voice of America and International Television Service for the past few years have been augmenting their own productions with documentaries and other programs first carried by U. S. stations.

KFRE Fresno, Calif., for instance, produced for its own audience a half-hour documentary on the Central California Water Project which VOA picked up for rebroadcast to India and other parched lands in the Middle East. The Voice, in fact, thought the subject of Americans working to solve their water problems of such universal interest that it asked KPHO Phoenix to do a follow-up. And KPHO came through with three half-hours on *The Arizona Water Story,* which it also broadcast to its home audience.

Thus far, the number of such locally-produced programs made available to USIA is not very large. And VOA officials regard their "competitors," the BBC, with considerable envy. The external service of that nationally-owned network has the entire BBC output to choose from in selecting programs for foreign broadcast. "What we're trying to do is get a fraction of this kind of help from private industry," said John Wiggin, VOA special projects officer, who has made numerous safaris from his office in Washington in search of programs.

More Slices Needed ▪ The Voice and the television service do produce their own programs on slices of American life, but they feel they don't have the resources to produce the quantity needed. And the thought of so many local stations with their talent and intimate knowledge of local people and institutions is enough to start USIA officials' salivary glands working.

VOA has been trying to satisfy its appetite for local programming since 1959, when Mr. Wiggin wrote some 200 stations, giving the agency's needs. He has followed up with personal visits and telephone calls, suggesting ideas as they occur. What, for instance, would be more appropriate for a Fourth of July program than for a Philadelphia station to take a microphone into Independence Hall and interview visitors on their reactions to the birthplace of American liberty? WFIL did it last summer. And, for a program on American industry, who could do a better documentary about the beers that made Milwaukee famous than a Milwaukee broadcaster? WTMJ did one on the city's best-known industry and VOA received it last month.

The programs are broadcast shortwave to all sections of the world during peak listening hours. Shows of special interest to a particular area are translated into the appropriate language.

No Fees For Stations ▪ Stations receive no money for feeding VOA (unlike the television service, which pays "a fairly nominal fee" for its acquisitions). VOA's only sales talk is to tell stations that stories in their communities would be of interest not only to their local audience, but to people all over the world.

This argument is sometimes greeted with disbelief. But once a station accepts it, it is apt to go all out, WKNE Keene, N. H., splurged on a *Salute to the Voice of America*—six half-hour documentaries spread over a two-week period last March. The programs covered such disparate subjects as the skilled industry in the area, the famous McDowell artists colony, and the Guernsey Club (dedicated to improving that cattle breed).

WBZ Boston did *Portrait of New England*, a 55-minute show first broadcast locally and then worldwide by VOA. Coming up are five half-hours, produced by WBT Charlotte, N. C., with an assist from WSB Atlanta, on the southeastern states. WMT Cedar Rapids, Iowa, did a documentary on the Amana Colonies, whose inhabitants, descendants of the original German settlers, have developed a number of thriving industries, including Amana refrigerators. Other material has come from WDTR (FM) Detroit, an educational station, which broadcast 2½ hours on the use of radio in Detroit schools, and WNBF Binghamton, N.Y., which did a program on the American shoe industry.

But not all programs have been received in response to a specific request. Some stations have volunteered ma-

WBZ Boston personality Carl deSuze (left) and Bill McGowan, WBZ producer, look over Boston's 300-year-old Grannery Burying Ground, which was described in the station's "A Portrait of New England."

Larry Burroughs (left), KPHO Phoenix program director, interviews Kenyon Udall, a local cotton farmer, for one of the documentaries produced for VOA. Mr. Udall is a cousin of Secretary of the Interior Stewart L. Udall.

terial. WBBM Chicago, for instance, contributed 2½ hours on American folk and political campaign music, and KWKH Shreveport, La., sent 2½ hours of programming on the winning of the West (in music and commentary) and the 50th anniversary of Harlingen, Tex.

Less Local Tv ▪ USIA's television service, partly because it has not made the same effort to tap the local stations, and partly because its technical problems in adapting local programs are greater, has not had as much success as the Voice in acquiring locally-produced material. In the past year, it has received several CBS-TV films—"Burma Surgeon Today," "Universal Laughter" and "Crossroads Africa." A staple item in the agency's files is a series of *Firestone Hour* segments, originally seen on ABC-TV. USIA's tv service also has picked up material from such organizations as the National Assn. of Manufacturers and the AFL-CIO.

But the only locally-produced tv show acquired in the last year was the WPIX (TV) New York *Cuba, Castro and Communism.* Although the USIA is delighted with the film and has distributed it in Spanish and Portuguese versions throughout Latin America, it is hardly designed to fill out a foreigner's view of the U. S.

What both the VOA and television service people feel are slipping by unnoticed are the bulk of the good documentaries and public affairs programs produced by local stations dealing with regional or state issues. To one VOA official with a feeling for metaphor, "America is a rich tapestry, made up of many bright threads." And the USIA, he added, "would like to get these threads from the local stations." Plans to gain greater station cooperation are reportedly under consideration at USIA (BROADCASTING, April 10). But for the present, the threads available to USIA, though colorful, are hardly enough even to start the tapestry's fringe.

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Sen. Gore favors free political time

Sen. Albert Gore (D-Tenn.) believes broadcasters should provide free time for political broadcasts as a condition for getting and keeping their licenses.

He expressed the view during a Senate Elections Subcommittee hearing Thursday on legislative proposals to finance and regulate political campaigns.

He was engaged at the time in a discussion with Subcommittee Chairman Howard W. Cannon (D-Nev.) on the high cost of campaigning, and the chairman had referred to the practice of many broadcasters last fall of making free time available to political candidates.

"This time doesn't belong to the stations," Sen. Gore replied. "This is public time . . . It is not a question of the station giving time."

Later he said he "would make this (the granting of free political air time) a condition of granting a license," either at its initial issuance or at renewal time.

He said that "the time belongs to the people," and since licenses are issued without charge, there should be no doubt about the licensees' responsibility for providing free political air time.

Sen. Gore agreed with Sen. Cannon's observation that his views on the ownership of the airwaves coincided with those expressed by FCC Chairman Newton N. Minow in his speech before the NAB Tuesday (May 9). Sen. Gore said it was "a fine speech" and that he planned to insert it in the *Congressional Record.*

Favors 'Realistic' Ceilings ▪ The Tennessean was testifying in support of his bill (S 1623), which would set "realistic and enforceable" ceilings on campaign contributions and spending. He said existing law, which was enacted more than 35 years ago, is "wholly inadequate."

The nation's broadcasting industry, along with print media, did come in for praise during the hearing for their efforts to stimulate interest in the 1960 campaign. Sen. Frank E. Moss (D-Utah) referred to the "immense amount of free time and space made available by these media to the 'contribute—work-vote' campaign."

Approval of a bill (S 227) to provide federal subsidies of up to $1 million for radio and television time for major party presidential candidates was urged by its sponsor, Senate Democratic leader Mike Mansfield. Parties polling less than 10 per cent of the vote in the previous campaign would be eligible for $100,000.

Both Sen. Mansfield and Sen. Cannon cited President Kennedy's endorsement of the principle of the federal government sharing a large part of the burden of national political campaigns (AT DEADLINE, May 8).

Sen. Kenneth Keating, however, opposed the principle of federal subsidies. He favored a bill (S 604) which would seek to encourage a greater number of small contributions through the granting of tax credits. The bill would allow a credit of 50% on political contributions of up to $10.

Regarding federal contributions, Sen. Keating, a subcommittee member said, "Too often, our Washington reflex is to discover a problem and then throw money at it, hoping it will go away."

Sen. Keating is a co-sponsor of S 604, which was introduced by Sen. Edward V. Long (D-Mo.).

The FCC last week...

▪ Amended the table of assignments by allocating ch. 20 to Waterbury, Conn., and modified the permit of WATR-TV there to operate on ch. 20 instead of presently-assigned ch. 53. The commission also invited comments on a proposal by the National Etv & Radio Center to move ch. 46 from Bristol, Tenn.-Va., to Lexington, Ky., and reserve it for educational purposes. At the same time, the FCC denied an alternative proposal to assign ch. 47 to Lexington for educational use because it would be in conflict with current rulemaking involving allocations for Louisville.

▪ By Chief Hearing Examiner James D. Cunningham granted petition of E. C. Gunter to dismiss his application for ch. 3 San Angelo, Tex., but dismissed it with prejudice. He retained in hearing status the only remaining applicant, Abilene Radio & Television Co. (Dale Ackers, president), which owns KRBC-TV Abilene, Tex. No financial consideration was given.

▪ Invited comments by June 16 on proposals to add chs. 19 and 25 to Huntsville, Ala. The ch. 19 assignment was proposed by North Alabama Broadcasters Inc. and would be shifted from

Fort Payne, Ala., with ch. 65 to be reassigned there. Ch. 25 currently is allocated to Humboldt, Tenn., and its assignment to Huntsville was requested by Huntsville Broadcasting Co.

▪ Granted construction permits for new tv stations on ch. 27 in Tulare, Calif., to KCOK Inc., and on ch. 18 in Midland, Tex., to the Midland Telecasting Co. KCOK Tulare is owned by Joel K. and Harriet E. Munger. Midland Telecasting principals include Dalton H. Cobb and Henry C. Darwin, each with 49%. Mr. Cobb is in oil business and Mr. Darwin formerly owned KPAS Banning, Calif., and KHCD Clifton, Ariz.

▪ Was asked by WTVK (TV) Knoxville, Tenn., (ch. 26) to delete ch. 26 in that city and add ch. 8 at substandard mileage separation. The station claimed the drop-in could be accomplished without degrading the service of any existing co-channel or adjacent-channel station or changing any other station's assignment. It claimed a 5,800 square mile coverage area for that channel and said it would provide a competitive third vhf station in a major market.

▪ Was told by ABC-TV that the network has no objection to the proposal of Kentukiana Television Inc. to have ch. 51 in Louisville replaced by ch. 32, but that it wishes to emphasize it does not feel that would be an acceptable final allocation solution for the Louisville market. ABC-TV said the FCC should proceed with its hearing to move ch. 7 to Louisville from Evansville, Ind., so that Louisvile, a major market, may have a third competitive vhf station.

Government briefs...

Suspended sentence ▪ Mrs. Viviene Nearing, the contestant who defeated Charles Van Doren after he had won $129,000 on the defunct tv quiz show, *Twenty-One,* pleaded guilty to perjury last week. Mrs. Nearing, winner of $5,500 on the show, received a suspended sentence from Special Sessions Judge William E. Ringel in New York. The former contestant, an attorney, admitted she lied when she told a special grand jury in late 1958 that the quiz show was honest. The perjury cases of 18 other *Twenty-One* contestants, including Mr. Van Doren, were adjourned to May 22 because of the continued illness of prosecutor Joseph Stone.

Thomson to Communications ▪ Rep. Vernon W. Thomson (R.-Wis.), a freshman member of the House Commerce Committee, has been named to the vacancy on the Communications Subcommittee. He replaces Rep. William H. Avery (R-Wis.), who was elevated to the Rules Committee in March.

EQUIPMENT & ENGINEERING

RCA set styles for (air) waves of future

DEVICES CONCEIVED FOR 1970 TO BE COMPACT, USEFUL

Slim, trim and thoroughly functional; that's the shape of things to come in the consumer electronics field by 1970, according to "product concepts" made public by RCA.

On display at a news preview in New York last week were eight prototypes of future electronic sets, ranging from a pocket-size color tv set to a home communications system. Some of the revolutionary models now can be produced in the factory at great cost, newsmen were told, but in 10 years "the technical end should be solved" and all could be in mass production.

W. Walter Watts, RCA group executive vice president and president and board chairman of the RCA Sales Corp., said the new design concepts, "multiplied by the increasing interest in color tv," should allow the consumer electronic industry to increase its current volume from $10.2 billion to $21 billion in 1970.

Among the life-size mock-ups shown were:

▪ A combination color tv receiver and stereo radio set, battery-operated in a case the size of today's transistor radio.

▪ A book-size color tv-stereo radio unit with a clock timer housed in a hinged travel case.

▪ A color tv set housed in an attache case that also will include video-audio tape facilities which allow salesmen to display pre-selected tv shows and sales presentations.

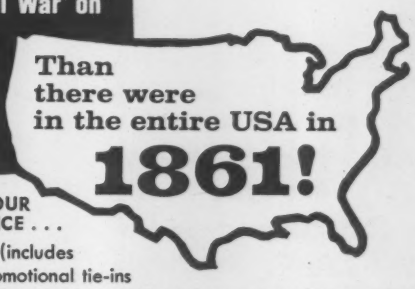
▪ A combination color tv-radio unit for the home which receives images from miniature cameras placed in areas of attention, such as the baby's room or play area outside the home.

▪ A large-screen color tv console, less than five inches in depth.

▪ A transitional console combining color tv, stereo radio and a video-audio recorder-player.

▪ A flip-over console with large-screen, worldwide, color tv on one side of a three-inch panel and an interna-

More people will see 'The American Civil War' on television in 1961... Than there were in the entire USA in 1861!



HERE'S HOW TO GET YOUR SHARE OF THIS AUDIENCE . . .

Send for the handsome kit (includes a complete sponsor list, promotional tie-ins and case histories). Audition prints available for immediate screenings.

THE AMERICAN CIVIL WAR

Thirteen (13) half-hour Sylvania Award programs.
Produced by the Westinghouse Broadcasting Company
Distributed by
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N.Y. • PL 1-3110 • Los Angeles • Chicago

tional stereo radio on the other side.

▪ A "24-hour secretary" which permits an executive to record instructions on tape, then to have the taped information sent to his office by radio at a pre-set time.

All the new models are concepts of RCA's Advanced Design Center, established a year ago to experiment with advanced styling concepts for home instruments.

Varian registers stock offer

Varian Assoc., manufacturer of microwave tubes, vacuum equipment, and other electronic products, has filed with the Securities & Exchange Commission to register 347,883 shares of capital stock. The offer is to be made to shareholders at the rate of one new share for each 10 shares held. Approximately $3.87 million of the stock-sale proceeds will be used to construct two new buildings at its principal plant at Palo Alto, Calif., and for a new plant at Lexington, Ky.; $2.1 million will be spent during the rest of 1961 and $4.5 million during 1962 for equipment required to expand the company's productive capacity; $1.5 million will be spent to buy and develop an additional plant site and an unspecified amount used to pay off bank loans.

Varian Assoc. now has 3,461,000 shares of common stock outstanding, of which 16.7% is held by management officials.

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GE extorting stereo fees with clinic, firm claims

Extortion of license fees in advance for multiplex stereo was charged to General Electric Co. in complaints sent to the FCC, the Federal Trade Commission and the attorney general by Multiplex Development Corp., New York.

The letter of complaint is based on a purported requirement of a $1,000 license fee representing advance royalties for the privilege of attending GE's May 15 multiplex stereo fm seminar in Utica, N. Y. GE and Zenith multiplex stereo systems were selected by the FCC after it tested a number of ways of multiplexing stereo fm.

William S. Halstead, president of the complaining firm, charged in the letter that GE is taking "unfair advantage" of its favorable position by asking "an unreasonable amount from manufacturers in the face of a questionable patent situation." He said early tests of the system by Emil Hembrooke, Muzak Corp. research-development director, indicates the possibility of interference with the subsidiary communications channel when the FCC-approved system is employed in connection with existing special communications authorizations and mx receivers.

Technical topics...

Standard revisions ▪ Electronic Industries Assn. is asking for comments on proposed revisions of standards covering panel mounting racks, panels and associated equipment (SE-102). E. L. Kossoy, Premier Metal Products Co., N. Y., is chairman of the engineering group considering changes in the standards, first adopted in 1949.

New transmitter ▪ KPOJ Portland, Ore., has announced it is installing a new Model 316B 5 kw transmitter from Continental Electronics Co., Dallas. KPOJ is 5 kw and operates on 1330 kc.

Falling sales ▪ Motorola first quarter sales for 1961 fell to $59.7 million with earnings $802,977, President Robert W. Galvin has reported. Same quarter last year sales were $71 million with earnings over $3 million. The drop was attributed chiefly to the impact of the recession. Mr. Galvin said second quarter would improve, but not match 1960.

New tv tapes ▪ Laboratory produced samples of a new television tape are being tested on video recorders with "encouraging results," Audio Devices Inc., manufacturer of magnetic tapes and other recording materials, told stockholders in an annual report. Stockholders were also informed that first-quarter sales for 1961 reached a record $2 million, a 20% increase over the same period in 1960.

Film inspection machine ▪ Harwald Co., Evanston, Ill., has added new features to its film inspection machine "Inspect-o-Film," model U. The machine can stop anywhere on the film instantly, and the brakes can be adjusted by manual knobs. The speed range is 0-1,000 ft. per minute. Harwald also has introduced a film cleaner and processor which may be mounted on existing inspection tables. Its top speed is 1,000 ft. per minute, and it operates on 90-125 v., 50-60 cycle AC, using less than 200 w. The 16mm model costs $995.

New tv monitor ▪ A new 8" monitor has been made by Miratel Inc., New Brighton, Minn. Among its features are 10 mc video bandwidth (800 line resolution), 90 degree industrial quality aluminized kinescope, signal input 0.15 v to full contrast, and a self-contained fan. Price: $264.

New am transmitter ▪ RCA has introduced a new 50-kw ampliphase transmitter for am broadcasting, featuring all-siliconized power supplies. The new transmitter (Type BTA-50H) supersedes Type BTA-50G, while still retaining many of its basic designs. The all-siliconized power supplies of the BTA-50H are expected to reduce tube costs and result in improved reliability for remote control installations. In addition the power amplifier and driver of the new transmitter are equipped with new-type tubes which will provide them with greater peak power capabilities.

New tape recorder ▪ Midwestern Instruments Inc., Tulsa, Okla., recently announced a new tape recorder/reproducer series. The Magnecord 748 series has several speed and reel sizes and can play for six hours using 10½" reels. Price $924, $965 with a fourth (¼ track play) head.

Compact fm ▪ Compact designs in fm transmitting equipment announced by Standard Electronics, Farmingdale, N. J., can save broadcasters 45% of the space required by competing transmitters. Semiconductor rectifiers of unlimited life reduce replacement costs, cut power consumption and minimize heat dissipation. Also included is a provision for multiplexing with 30 to 15,000 cps bandpass on both main and subchannel for fm/fm stereo broadcasting. More details are available from the company.

Dual receivers ▪ A combination of two

receivers that permit continuous monitoring of audio frequencies from 10 kcs to vhf frequencies up to 54 mcs has been announced by Hammarlund Manufacturing Co., N. Y. The new dual unit employs the SP-600-VLF and SP-600-JX receivers. They feature low frequency drift and uniform sensitivity over the entire frequency range.

Fiscal report ▪ Net sales for the first six months of Foto-Video Electronics' 1961 fiscal year, ending March 31, reached $300,791, in contrast to $144,964 for the corresponding period of last year. The increase in net sales was attributed to "increasing acceptance of the company's products by commercial and educational tv stations"; completion of military contracts, and a contract from the U. S. Air Force for a standard Foto-Video color tv system.

Etv microwave system ▪ Collins Radio Co., Dallas, has developed a microwave system for closed circuit transmission of educational television programs. It is able to withstand severe weather conditions and it's reputedly more economical than wire line or cable. The system is effective for several hundred miles and can be used for transmitting two or more programs simultaneously through multiple channel systems. The complete system is described in a brochure available by writing to Microwave Sales Dept., Texas Div., Collins Radio Co., 1930 Hi-Line Drive, Dallas, Tex.

3M gross up, net holds steady

Minnesota Mining & Mfg. Co., St. Paul, last week reported first quarter sales of $139,680,358 and earnings of $16,489,082, as compared with 1960 sales of $128,669,218 and earnings of $16,217,911. Herbert P. Buetow, 3M president, said first quarter results this year were influenced "to some extent by general business conditions in the United States and expected losses in some of the recently-acquired subsidiary companies." Mutual was acquired by 3M last year and network officials have indicated the company is not operating at a profit.

Radio sales up; all production is down

Radio sales for the first three months of 1961 showed a rise over the comparable 1960 period, but production of tv and radio receivers, and tv sales remained below the three months of last year, the Electronic Industries Assn. announced last week.

Figures on production and sales:

Period	Television	Radio
	PRODUCTION	
Jan.-Mar. 1961	1,309,811*	3,589,154**
Jan.-Mar. 1960	1,579,447	4,465,706
	SALES	
Jan.-Mar. 1961	1,382,178	2,100,729***
Jan.-Mar. 1960	1,600,369	2,079,308

*Includes 71,324 tv sets with uhf, compared to 139,067 same quarter in 1960.
**Of this total, 1,079,336 were auto radios and 166,822, fm sets, compared to 1,863,094 auto radios and 192,764 fm sets in same period 1960.
***Excludes auto radio sales.

CBS buys new monitoring unit

SoundScriber Corp., North Haven, Conn., has sold its new "Monitor" record-keeping tape unit to CBS for its seven network-owned stations. The Monitor, capable of recording an entire day's programming on a 3-in. spool, has been installed to date in about 20 radio and tv stations.

Operating with a patented transverse recording track, the Monitor was introduced several years ago by SoundScriber but recently has been streamlined to table-radio size. Its reel takes up 2½ inches of tape per minute and records continuously for 24 hours.

7½* HOURS DAILY NEGRO Community Programming
+
16½** HOURS DAILY SPANISH PUERTO RICAN Programming
=
24 HOURS DAILY of Whirl-Wind sales action
WWRL
NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM

STOP
Don't buy a chronograph or timer until you can select the one best suited to your individual requirements. There are hundreds of varieties, each with a combination of functions to meet specific needs. To be sure you make the right choice — write for our free catalog and name of nearest Racine Jeweler.
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THE MEDIA

CBS SALES UP, BUT PROFITS DROP

Earnings drop $800,000, or nine cents a share

Net sales up almost $5 million, but consolidated net income down more than $800,000. That's the gist of the first quarter report announced by CBS last week. The first quarter breakdown shows net sales totaling $126,008,092 compared with $121,077,728 for the first quarter of 1960, while consolidated net income for the quarter was $6,025,978, compared with $6,829,367 earned in the same period last year.

Current earnings reflected the decrease in net income, dropping 9 cents from 79 cents per share (adjusted for stock dividend) earned for the first quarter of 1960 to 70 cents per share this year for the most recent quarter.

Stockholders of record at the close of business on May 26, 1961 were awarded a cash dividend of 35 cents per share on their common stock, payable June 9, 1961.

Stations survey listeners on programs

As the FCC mulls over projected changes in its programming questionnaires (BROADCASTING, May 8), two radio stations in widely-separated markets have tried on their own to ascertain the needs and desires of their audiences. KALE Richland, Wash., and WGAR Cleveland have both conducted surveys among their listeners to determine methods for evaluating station service to the community and types of programming that most appeal.

WGAR's survey, now in its tenth week, is in the form of a questionnaire sent to 300 listeners in the Northern Ohio region, with names chosen at random from the telephone book. With each questionnaire, the station sent a one dollar bill designed to ensure a high percentage of returns. To date, 75% of the questionnaires have been returned. Questions asked in the survey included the following: when and for how long do you listen to the radio each day; what interests you most and least in the programming schedule; and the last question, divided into two age categories, was what is your favorite Cleveland radio station and why.

Another aspect of WGAR's campaign to ensure better programming is the establishment of a Radio Advisory Council composed of 20 leading Cleveland citizens whose function will be to tell station management when and where programming needs are not being met.

KALE also mailed questionnaires to listeners in its area, but the major part of its survey was conducted on the air. On Sunday, April 29, KALE held its 11th anniversary party and also a program forum during which more than 150 Richland citizens, a community cross-section from all walks of life, were invited to take the microphone and evaluate the station's programming. KALE has a taped record of the session which lasted from noon until after 3 p.m. and yielded both praise and criticism of the station's performance as well as some new ideas which KALE is now studying, according to Harold K. Deutsch, co-owner.

While neither station considers its survey of listeners' tastes and wishes exhaustive, both feel that a considerable amount of useful information has been gained.

Outstanding Values in Broadcast Properties

Radio-Television Station in Midwest

$1,750,000

A highly successful AM Radio and Television station combination is now available. It is a profitable operation, and will require substantial cash down.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird John G. Williams JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

NTA sells Telestudios to Metro-Goldwyn-Mayer

National Telefilm Assoc., which is in the process of selling WNTA-AM-FM-TV Newark, N. J., has sold NTA Telestudios Ltd., New York, to Metro-Goldwyn-Mayer Inc. The sale was made last week for a reported $500,000.

NTA has used the studios principally in the production of taped commercials and programs. George Gould, president of the NTA Telestudios, will continue in that capacity. MGM in recent months has sought to diversify and expand its entertainment interests.

Friendly Frost stations reported out of the red

Friendly Frost Inc., discount retail appliance stores, reported to stockholders it has had an undisclosed profit from WGLI-AM and WTFM-FM both Babylon, N. Y., which it bought in 1960 when the stations had a $78,000 operating deficit. A change of program format, new sales approaches and a broadening of the station's community services are cited as improving the broadcasting operation.

History contest winners

WTIC Hartford and KBTV (TV) Denver are winners of $500 first prizes in a radio-tv history contest co-sponsored by BMI and the American Assn. for State and Local History. WTIC won for its program *The Second Cataclysm;* KBTV (TV) for *Expedition Colorado: The W. J. Palmer Story,* produced in association with the State Historical Society, which also received a $500 award. In addition to the two first prizes, merit certificates are being awarded to WTIC and to WBBM-TV Chicago, WSB Atlanta, KOCO-TV Oklahoma City, WAVE Louisville, KSD-TV St. Louis, WBZ Boston and WMCR (FM) Kalamazoo, Mich.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KJAX Santa Rosa, Calif.: Sold by Joseph and Lew Gamble to John Withers for $275,000. Mr. Withers is employed at WTCN Minneapolis-St. Paul; his wife owns 20% of KBST Big Spring, Tex. Joseph Gamble owns KJOY Stockton and KLAN LeMoore, Calif. KJAX is 5 kw day and 500 w night on 1150 kc. Broker was Edwin Tornberg & Co.

▪ KCLW Hamilton, Tex.: Sold by Coy Perry to San Jacinto Broadcasting Co. for $60,000. San Jacinto is headed by Frank J. Hedrick, Houston. KCLW

operates with 250 daytime on 900 kc. Broker was Patt McDonald Co.

▪ WSHH Latrobe, Pa.: Sold by Joel W. Rosenblum to Taylor Radio Corp. for $60,000. Keith W. Horton, president of Taylor, is manager of WELM Elmira, N. Y. WSHH is a 1 kw daytimer on 1570 kc. Broker was Paul H. Chapman Co.

Media reports...

McGavren adds stations ▪ WNOE New Orleans and WPTR Albany, N.Y., appoint the Daren F. McGavren Co., New York, as their station representative, effective on June 1 and July 1 respectively. James A. Noe is owner-general manager of WNOE and J. Meyer Schine is president of WPTR.

On the air ▪ KATO Stafford, Ariz., went on the air May 1. The new station operates on 1230 kc with 250 w. It is owned by Willard Shoecraft, licensee of KIKO Globe-Miami, Ariz. KATO is affiliated with NBC Radio and the Arizona Broadcasting System.

NBC increases ▪ WTSA Brattleboro, Vt., has joined NBC Radio as affiliate, raising total number of network affiliates to 191. Station is owned and operated by Tri-State Area Broadcasting Corp., of which Theodore Feinstein is president and Philips G. Terhune is station manager.

Recent move ▪ Consolidation of am radio technical facilities in newly expanded quarters at Radio City of WTMJ-AM-FM-TV Milwaukee was reported last week. Move is in contemplation of "extensive remodeling and enlargement" of facilities in future. Radio shift enables WTMJ-TV to install second video tape machine.

First in Canada ▪ NBC has established a full-time news bureau in Ottawa, Canada, the first network to do so, according to William R. McAndrew, executive vice president of NBC News. The bureau is headed by NBC News correspondent Leif Eid.

KYW-TV seminar ▪ KYW-TV Cleveland conducted a three day television seminar for its staff that was significant enough, it says, to warrant similar projects at other Westinghouse television stations. Producers Charles Friedman and Albert K. McCleery joined Larry Pickard, talent coordinator of the *Dave Garroway Show*, as discussion leaders.

Transistorized ▪ WKBV-AM-FM Richmond, Ind., has announced that all of its amplifiers have been transistorized. In making the conversion 20 transistors were used, according to Louis J. Duning, chief engineer. The switch will enable automatic programming for WKBV-FM to run 18 hours daily without repetition or attention from any manpower. Currently the station operates 12 hours daily, seven days a week.

Transcontinent's agency ▪ Transcontinent Television Corp. has appointed Jones & Hanger, Kansas City, as corporate agency for all its national advertising, effective today (May 15). The agency was also appointed to handle national advertising for Transcontinent stations: WROC-FM-TV Rochester, N.Y.; WNEP-TV Scranton-Wilkes-Barre, Pa.; KERO-TV Bakersfield, Calif., and WDAF-AM-FM-TV Kansas City. WGR-AM-FM-TV Buffalo has appointed Comstock & Co., that city, to handle local and national advertising. Comstock previously handled the station's local advertising only. KFMB-AM-FM-TV San Diego will announce its agency shortly.

Appoints rep ▪ The Negro Radio Assn., N. Y., has appointed D. Parke Gibson/Public Relations, that city, as its pr rep.

New KBS affiliates ▪ Keystone Broadcasting System, Chicago, has signed 13 new affiliates: WGRO Lake City, Fla.; WRIM Pahokee, Fla.; WSVL Shelbyville, Ind.; WCAT Orange, Mass.; WHMI Howell, Mich.; KLVO Hamilton, Mont.; KSEN Shelby, Mont.; WIPS Ticonderoga, N. Y.; WMVO Mount Vernon, Ohio; KDEH Sweetwater, Tex.; KBAN Bowie, Tex.; WAFC Staunton, Va.; WIXK New Richmond, Wis.

NBC writes a book

NBC has signed with George P. Putnam's Sons Inc., New York, for fall publication of a new book, *Memo to JFK*, in which NBC's foreign correspondents will present the background of major world problems facing President John F. Kennedy. Besides a preface by Robert E. Kintner, NBC president, and an opening chapter by William R. McAndrew, executive vice president, NBC News, the book will include chapters by each of nine overseas correspondents plus a chapter by Sander Vanocur, NBC's White House correspondent, who will report on plans put forward by the administration.

Laconia, N.H., am on air

WEMJ Laconia, N. H., has begun operations. The station, owned by the New Hampshire Broadcasting Corp., operates on 1490 kc with 250 w. Irving W. Kaizer is general manager.

If you are thoroughly knowledgeable about . . .

- STATION VALUES
- TAX LAWS
- PROPERTY AND EQUIPMENT EVALUATIONS
- NEGOTIATIONS

. . . Then you don't need a station broker!

In the event you are not an expert on each of these subjects—you should consult someone who is! We immodestly recommend the only nationwide media brokerage firm with 171 aggregate years of broadcasting experience. . .

Hamilton-Landis & Associates INC.

NATIONWIDE BROKERS — RADIO & TELEVISION STATIONS • NEWSPAPERS

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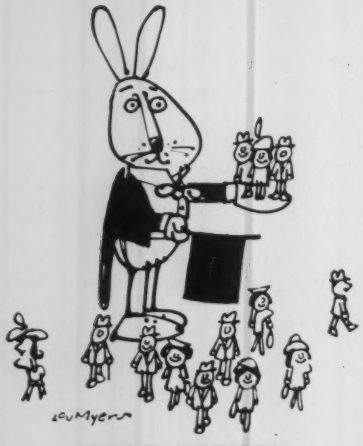
Ray V. Hamilton John D. Stebbins 1737 DeSales St., N.W. EX 3-3456	Richard A. Shaheen Tribune Tower DE 7-2754	Dewitt Landis Joe A. Oswald 1511 Bryan St. RI 8-1175	John F. Hardesty 111 Sutter St. EX 2-5671 Don Searle Los Angeles

NEGOTIATIONS • APPRAISALS • FINANCING



PUSH-BUTTON NUMBERS

The sad part about push-button circulation figures is that the advertiser pays for them—and pays handsomely. And the cost of tickets to The Numbers Game, already pretty high, goes up every time a publisher pushes a button and says: "Add another 3,000 names, George."

In ABP businesspapers, on the other hand, no amount of button pushing is going to produce 3,000 circulation —for *this* circulation has to be paid for . . . and new subscribers just don't jump into line when a publisher pushes a button. Advertising rates that go up at a publisher's decision are somehow harder to swallow than those that rise in response to reader demand.

We have nothing against numbers, understand—when they have dollar signs attached. But we feel that numbers *per se* are not the be-all and end-all in judging publication values. And we go so far as to say that a man who pays $x to subscribe to a publication is more meaningful, even as a sheer number, than one who pays nothing. He wants the publication more than he wants $x.

If you feel, as an advertiser, that the reader should meet you half way by *paying* for a publication, you can be sure you're putting your money on the right numbers when you put it in publications bearing this symbol:

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Tv's pull demonstrated at the polls

KRLD-AM-TV Dallas, one of the earliest stations in the Southwest to offer time to political candidates—and consummate it with a series of mayoralty debates, discovered the power of its own pull as 30,000 more votes were received for that office than any other one in the city's recent election. Expression pretty much tells the story of the above photo. Earle Cabell (l), winning candidate, makes a point while George Fox (r), one of the two losers, signifies his disagreement. The station, through President Clyde Rembert, also has offered an hour of prime time to John Tower (R) and incumbent Sen. William Blakley (D) (candidates for a special Senate runoff election to be hald May 27) for a "debate."

Jones resting comfortably

President Merle S. Jones of the CBS-TV Stations Division was reported to be resting comfortably in Harkness Pavillion hospital in New York last week where he has been undergoing treatment for inflammation of the intestines. A CBS spokesman said there was a possibility that Mr. Jones would be released from the hospital over the weekend. There has been no decision as to the date of his return to business duties.

WXEN-FM succeeds WABQ-FM

Establishment of WXEN-FM in Cleveland has been announced by Tuschman Broadcasting Corp. (WABQ, that city). WXEN-FM succeeds WABQ-FM which duplicated WABQ, Negro programming station. The new station will broadcast 100% foreign-language programming; it has six foreign-language directors.

WXEN-FM broadcasts on 106.5 mc and has 16.5 kw. It broadcasts from 3 p.m. to midnight Monday-Friday and 8 a.m. to midnight on weekends.

New fm in Indianapolis begins

WAIV (FM) Indianapolis, specializing in jazz and classical music, went on the air early this month. The new station operates on 105.7 mc with 5 kw. It broadcasts from studios in the Dearborn Hotel.

Owners of WAIV are Dr. Carl Godzeski, a microbiologist; Dr. R. E. Shipley, a physician; Dr. E. H. Flynn, an organic chemist; John C. Byrne, a pharmacist. Tom Freeman is the station manager.

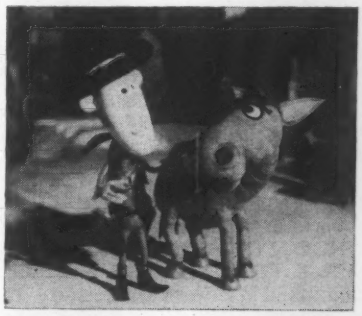
Japanese ad agency animates for U.S. producer

The details of contract under which Dentsu Adv., Tokyo, is producing an animated cartoon series for Videocraft Productions Inc., New York, were revealed last week by Arthur Rankin, Videocraft president. The Japanese agency also is preparing three similar series for Videocraft.

Dentsu, which is the fifth largest advertising agency in the world, also functions as a network and station operator and as a tv producer. It has been producing the five-minute *Pinocchio* series for Videocraft and has begun work on three other projects—*The Legend of Steed Stallion*, a children's series about a horse; *Willy Nilly*, a half-hour program centering around a "Walter Mitty-type" character and a half-hour family situation comedy still untitled.

The series is produced by an animation technique called "Animagic," developed jointly by Dentsu and Videocraft. Figures made of various materials are manipulated by hand and photographed via stop motion.

Pinocchio represents the first film series by Dentsu shown in the U. S., according to Mr. Rankin. In recent weeks it has been sold in 50 markets and is already on the air on 12 tv stations, including KRON (TV) San Francisco, KPRC-TV Houston, WIIC (TV) Pittsburgh, WAGA-TV Atlanta and KRLD-TV Dallas. It is scheduled to begin shortly on WHDH-TV Boston, CKLW-TV Windsor (Detroit), WGN-TV Chicago and WISN-TV Milwaukee. Videocraft has sold the rights to *Pinocchio* to distributors in various parts of the world, but has retained the U. S. rights.



A new animation series in development by Dentsu Adv., Tokyo, and Videocraft Productions is "The Legend of Steed Stallion."

Mr. Rankin believes that Animagic is superior to conventional animation and provides a "clear-cut, three-dimensional effect." He noted that Dentsu is utilizing more than 200 animators on Videocraft's series. He stressed that all creative endeavors—scripts, storyboards, character designs and soundtracks—are performed by Videocraft in New York, while physical production is at Dentsu under Videocraft supervision.

More than 70 five-minute episodes of *Pinocchio* are completed and a total of 130 will be completed by October, Mr. Rankin reported. The two half-hour shows are in pilot form and will be offered initially for network sale. Production on 130 episodes of *The Legend of Steed Stallion* is scheduled to begin in November.

Official Films plans $1-million expansion

A $1-million expansion program is being implemented at Official Films Inc., New York, for developing a new program series, increasing staff, strengthening overseas facilities and doubling home-office quarters, Seymour Reed, president, said last week.

Official is using the recently-acquired Paramount newsreel library to create various programs. Immediate projects are a series of 260 five-minute episodes, *Humor in the News*, and an hour-long series of six episodes, *Revolutions in Warfare*. Among the subjects scheduled for hour-long films are Babe Ruth, Franklin D. Roosevelt, *The Crime Years*, *The Depression Years* and *A Half Century of Sports*. Half-hour films are planned on the exploits of Admiral Byrd, Field Marshall Montgomery, General Rommel and Amelia Earhart. Official also is preparing a new half-hour series with the working title of *Flight Nurse*, which will be produced in Hollywood and on location.

Official has increased its sales and program development staff by 20%, according to Russ Saycroft, vice president. Foreign distribution of Official products, now numbering more than 30 series, has been extended to Japan and Australia.

The company's home office moved earlier this month to new and larger quarters at 724 Fifth Ave., New York, N. Y. The telephone number remains Plaza 7-0100.

CBS' new cartoon division

CBS Films Inc. has established a new cartoon division, CBS Animations, to produce animated commercials and 30-minute programs for tv. The new subsidiary will utilize the production facilities of CBS Terrytoons, which will now be maintained strictly for theatrical operations. Thomas Judge, former director of CBS-TV Production Sales (this division, which handled $5 million worth of tv commercial and program tape production work, was abandoned in January of this year), will head the new organization as general sales manager. CBS Animations temporarily will be located at 545 Madison Ave.

New tv production company

A new tv theatre and film production company, Francis Productions Inc., has been formed. Among other projects, it will present 10 half-hour weekly programs for the National Educational Television Network, starting in November. The new firm, with offices located in room 1500 of The Coliseum Bldg., 10 Columbus Circle, New York, is headed by Frank Perry and wife, Eleanor Bayer. Mr. Perry was formerly an associate producer with the Theatre Guild and Mrs. Perry is a playwright. The series for etv will focus on plays by new playwrights. A 10-minute segment from the plays, mostly ones that are still unproduced, will be read, discussed and analyzed. Mr. Perry, the authors and well-known directors will participate in the programs.

Programs for Tv sales $1.8 million since July

Programs for Television Inc., New York, has registered gross sales of $1.8 million since going into business last July. Among the programs the firm has distributed are *Main Event*, a half-hour sports series starring Rocky Marciano; *Art Linkletter & the Kids*, a 15-minute series, and the first package of post-1950 feature films released by the J. Arthur Rank Studios.

Main Event, which was launched earlier in the year, has recorded over $750,000 in gross sales and PTI officials predict the series eventually will have total sales of almost $2 million in 140 markets. The Linkletter series (78 quarter-hours) has run up a $500,000 gross in the first two months of 1961 and the Rank films, for which

PTI made a down payment of $1 million, has grossed back that amount in the past five months.

Al Levy moves to West Coast

Talent Assoc.-Paramount Ltd., is opening a new office on the Paramount-Sunset Hollywood lot on June 1. Alfred Levy, president of the company, will be in charge of the West Coast operation. Michael Abbott, who has been with the company for six years as a tv and theatrical producer, will serve as an executive of the new California office. Paramount Pictures bought a 50% interest in Talent Assoc. recently to form Talent Assoc.-Paramount Ltd. David Susskind will remain in New York as executive vice president.

Film sales...

A Way of Thinking (Banner Films): Sold to KRON-TV San Francisco; WSM-TV Nashville; WMT-TV Cedar Rapids; WFGA-TV Jacksonville; KMBC-TV Kansas City; WFLA-TV Tampa, and KRNT-TV Des Moines. Now in seven markets.

King of Diamonds (Ziv-UA): Sold to Safeway Stores for outlets in Billings, Butte, Missoula and Great Falls, all Montana; Galbreath Bakery, WATE-TV Knoxville; Tower Federal Savings & Loan Assn., Gustafson's Dairy Inc., and Buitoni Foods, all on WESH-TV Daytona Beach, Fla. Also sold to WTRF-TV Wheeling, W. Va.; KCBD-TV Lubbock, Tex.; WRGB (TV) Schenectady, N.Y.; WHTN-TV Huntington, W. Va.; WLUK-TV Green Bay, Wis.; WOC-TV Davenport, Iowa, and WKYT (TV) Lexington, Ky. Now in 134 markets.

Ripcord (Ziv-UA): Sold to Savannah Sugar Refining Corp. for stations in Atlanta; Charlotte; Charleston; Columbia; Greensboro; Winston-Salem; Washington, N.C., and Bristol-Johnson City. Also sold to KABC-TV Los Angeles; KLZ-TV Denver; WDSU-TV New Orleans; WNEP-TV Scranton-Wilkes-Barre; KFMB-TV San Diego, and WTVJ (TV) Miami. Now in 13 markets.

Four hour-long off-network shows (MCA-TV): Sold to KOSA-TV Odessa, KBMT (TV) Beaumont, both Tex.; KEZI-TV Eugene, Ore.; KGO-TV San Francisco; KVOS-TV Bellingham, KNDO (TV) Yakima, both Wash.; WTVT (TV) Tampa; KPLR-TV St. Louis, and WPTA (TV) Roanoke, Ind. Now in 45 markets.

Best of the Fifties (MGM TV): Sold to WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N.Y.; WKBW-TV Buffalo, N.Y.; KEZI-TV Eugene, Ore.; KFRE-TV Fresno, Calif.; WKZO-TV Kalamazoo; WLYH-TV Lebanon, Pa.; WCKT (TV) Miami; WNHC-TV New Haven, Conn., and WFIL-TV Philadelphia. Now in 10 markets.

Big Time Wrestling (Barnett-Doyle): Sold to GZT Melbourne, Australia, and to stations in Sydney and Brisbane.

Cosmic Monsters (Seven Arts Associated). Sold to WOR-TV New York.

SEVEN IN A ROW

For the seventh straight year the surveys* have proved the leadership of WCSH-TV in the 13 county Portland market.

*ARB, Nielsen, November 1960

WCSH-TV delivers the Portland market with over one billion dollars in spendable income and over nine hundred million in retail sales.

WCSH-TV . . . Your best buy north of Boston.

WCSH-TV 6 NBC for PORTLAND MAINE

Remember, a matching spot schedule on WLBZ-TV in Bangor saves 5%.

Program notes...

Penal reform ▪ John Howard Assn., Chicago, national organization devoted to problems of penal reform, last week gave its 1961 award to WBBM Chicago for a seven-part documentary series, *The Price of Justice,* produced largely inside the walls of Cook County Jail. John Callaway was producer.

Sothern re-runs ▪ Thirteen re-runs of *The Ann Sothern Show* will be presented on CBS-TV, Mondays at 9:30 p.m., beginning July 13. The comedy series rebroadcasts will be sponsored by General Foods, through Benton & Bowles.

'CBS Reports' expands ▪ New *CBS Reports* schedule will go into effect in October when the CBS News series, currently carried every other Thursday (10-11 p.m.), will present three programs every four weeks in the same time period. In the fourth week, a variety of CBS News programming, drawn from *The Great Challenge, Years of Crisis* and news specials, will be scheduled.

New producer ▪ Stanley Colbert, who has made two independent motion pictures recently, was named producer of Ziv-UA's syndicate tv film series *Ripcord.* The series, which concerns the new thrill-sport of "para-diving," is now being offered to stations and advertisers.

New on CBS Radio ▪ CBS Radio is adding two new quarter-hour science series and a news analysis program, all starting this week. They are *University Explorer* (Sun. 11:45 a.m.-12 p.m.), produced by Hale Sparks of the U. of California's public information staff; *Science Editor* (beginning Friday, May 19, for scheduling by local stations), a weekly review of *Hard News* in applied science and technology and a 10-minute news show on Sunday, 11:35-11:45 a.m.

Service to agriculture ▪ The mass media, including radio-tv, will be honored by "Oscars in Agriculture" awards established by DeKalb Agricultural Assn. Inc., (hybrid seed corn), Dekalb, Ill., through its agency, Western Adv. The awards committee includes Ben Ludy, president of KWFT Wichita Falls, Tex., and Larry Haeg, general manager, WCCO Minneapolis, among others. Deadline for entries is June 15. Address: Room 3500, 35 Wacker Dr., Chicago, Ill.

New St. Louis film company

Ram Studios, St. Louis, recording and tv-film facility, has opened offices in the penthouse of the Ambassador Hotel, that city. It is headed by Herbert R. Ragsdale, formerly president of his own Kansas City agency. Other officers are Robert W. Edwards, vice president, previously with Greenway Adv., St. Louis, and Robert C, Chase, for 10 years with D'Arcy Adv., that city, as vice president in charge of production.

Atlas Film plans expansion

Plans to expand the tv commercial and program activities of Atlas Film Corp., Oak Park, Ill., have been announced. Atlas is now headed by James A. Kellock, for 25 years vice president and general manager of Wilding Inc., Chicago, who with associates has acquired controlling interest in Atlas from a local investment banking firm. Lawrence P. Mominee, previously Atlas president, now is executive vice president. Atlas has branches in Washington, D. C., and Bloomfield Hills., Mich., and plans to open other offices in New York, Cleveland, Cincinnati, St. Louis and Minneapolis.

Everybody (almost) likes 'Sing Along'

BONANZA YIELDS NO. 1 SPOT IN TVQ ATTITUDE POLL

Sing Along With Mitch may not be hitting the numerical viewing elite (the top 10 in audience ratings), but NBC's alternate Friday hour has become the sentimental favorite of the land. In TvQ's national attitude poll for April, *Mitch* and *Bonanza* switched their one-two positions of the month preceding.

Teenagers were the only top 15 group in the age, income and population subdivisions below to turn a deaf ear on the singing maestro. These show themselves a fickle lot altogether with their 15 favorites at least a third changed from the March quotients (BROADCASTING, April 10).

The nighttime breakdowns following come from a total-show picture that TvQ measures 10 ways in all, by sex, education, occupation, geography, etc. TvQ, a division of the Home Testing Institute, Port Washington, N.Y., gets its attitude scores by questionnaires from 1,000-family national samples, dividing the percentage of those familiar with a show into those who call it "One of my favorites." The winners for April:

TvQ TOP PROGRAMS
TOTAL AUDIENCE

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Bonanza	NBC	52
3	Andy Griffith Show	CBS	48
4	Wagon Train	NBC	46
5	Flintstones	ABC	44
5	Real McCoys	ABC	44
5	Red Skelton	CBS	44
8	Perry Mason	CBS	43
9	Gunsmoke	CBS	40
9	Rawhide	CBS	40
9	Untouchables	ABC	40

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	Flintstones	ABC	90
2	Bugs Bunny	ABC	72
3	Dennis The Menace	CBS	70
3	Walt Disney Presents	ABC	70
5	Andy Griffith Show	CBS	68
5	Bonanza	NBC	68
5	Matty's Funday Funnies	ABC	68
8	My Three Sons	ABC	67
9	Red Skelton	CBS	65
10	Leave It To Beaver	ABC	63

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	62
2	Flintstones	ABC	61
3	My Three Sons	ABC	60
4	Untouchables	ABC	57
5	Roaring 20's	ABC	55
6	Route 66	CBS	54
6	Twilight Zone	CBS	54
8	77 Sunset Strip	ABC	51
9	Andy Griffith Show	CBS	50
9	Many Loves of D. Gillis	CBS	50

YOUNGER ADULTS 18-34 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	46
2	Sing Along With Mitch	NBC	45
3	Andy Griffith Show	CBS	43
3	Perry Mason	CBS	43
5	Untouchables	ABC	41
6	Red Skelton	CBS	40
6	Thriller	NBC	40
8	Route 66	CBS	38
9	Wagon Train	NBC	37
10	Checkmate	CBS	36
10	Naked City	ABC	36

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	49
3	Wagon Train	NBC	46
4	CBS Reports	CBS	43
5	Andy Griffith Show	CBS	42
5	Candid Camera	CBS	42
5	Perry Mason	CBS	42
5	Red Skelton	CBS	42
9	Real McCoys	ABC	41
10	Checkmate	CBS	37

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	65
2	Lawrence Welk Show	ABC	56
2	Perry Mason	CBS	56
4	CBS Reports	CBS	50
4	Real McCoys	ABC	50
6	Wagon Train	NBC	49
7	Andy Griffith Show	CBS	46
8	Bonanza	NBC	45
9	Price Is Right (Night)	NBC	43
10	Garry Moore Show	CBS	42
10	Gunsmoke	CBS	42
10	I've Got A Secret	CBS	42

BY MARKET SIZE
TOP TV PROGRAMS
Over 2,000,000

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	57
2	Flintstones	ABC	47
3	Andy Griffith	CBS	42
3	Bonanza	NBC	42
3	My Three Sons	ABC	42
3	Perry Mason	CBS	42
7	Red Skelton	CBS	41
7	Untouchables	ABC	41
9	Thriller	NBC	39
10	Candid Camera	CBS	38

500,0000-2,000,000

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Bonanza	NBC	53
3	Red Skelton	CBS	49
4	Andy Griffith	CBS	45
4	Garry Moore	CBS	45
4	Untouchables	ABC	45
4	Wagon Train	NBC	45
8	Perry Mason	CBS	44
9	Checkmate	CBS	43
10	Candid Camera	CBS	42
10	Gunsmoke	CBS	42
10	Route 66	CBS	42

50,000-499,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	54
2	Andy Griffith	CBS	53
2	Bonanza	NBC	53
4	Real McCoys	ABC	51
5	Wagon Train	NBC	49
6	Red Skelton	CBS	47
7	Flintstones	ABC	46
8	Perry Mason	CBS	45

NOT A TURNTABLE IN SIGHT!

St. Louis WIL Radio Control Room Completely Automated With AUTOMATIC TAPE CONTROL

Faced with an ever-increasing number of taped spots, themes, programs, special effects and production aids, Wonderful WIL turned to AUTOMATIC TAPE CONTROL. 100% of broadcast schedule is recorded on plastic covered tape magazines and stored in control room for instant broadcast use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself automatically, ready for immediate reuse or storage. The Balaban stations pioneered this equipment which was designed by the originator and largest manufacturer of automatic tape control systems . . . now in use in over 600 radio and TV stations. Frequency response is ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS.

Complete automation now possible with

NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

Write or wire us for full details today.

AUTOMATIC ATC TAPE CONTROL
209 E. Washington St., Room 400
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Program 'strengths and weaknesses' measured

An attempt is being made to measure the "strengths and weaknesses" of episodes or segments within a network tv program, it was disclosed last week. A pilot study already has been made of CBS-TV's *The Garry Moore Show* (Tue., 10-11 p.m.),

The company experimenting with this form of "measurement" in the Home Testing Institute, Port Washington, N. Y., which publishes TvQ (measurement of people's opinions of tv programs as contrasted to services which measure audience size).

According to Harry Brenner, HTI's president, the new approach —said to have been requested by a client for a program which HTI doesn't identify—would permit even the "most knowledgeable producers and performers . . . to measure the public's pulse instead of their own in appraising both new and established tv properties." *The Garry Moore Show* experiment was conducted by TvQ researchers as a matter of interest to the firm (this particular study was not prepared upon client request).

As disclosed to BROADCASTING last week, the institute started by asking respondents to rate the program on the TvQ scale (as "one of my favorites," "very good," "good," "fair" and "poor"). It then proceeded to dissect the program by star and by program features. The TvQ for the show as a whole drew a most favorable response from 200 of the 499 questioned, or 40%. Stars Garry Moore, Carol Burnett, Durward Kirby all scored slightly above this level.

A particular segment—"That Wonderful Year" (show measured was telecast December 1960)—had a TvQ just under the show's level (a 35% compared to the 40), with the range then dropping in this order: comedy sketches (33), Marion Lorne (22), dancing group (15), opening theme (15), singing group (14) and guest performers in general (8).

Analysis ▪ Mr. Brenner makes this analysis (in part) ". . . It is of some interest to observe that the role in which Marion Lorne has been cast, is decidedly not receiving the same acceptance as the other stars. And it is clear that the selection of guests of this show leaves something to be desired. . . . It would certainly seem that more thought should be given to the kind of guests that would appeal to the audience of this show."

He notes that some of the "like" responses came from people who considered the show only "fair" or even "poor," which, he finds, presents an "opportunity to obtain clues to potentially very strong features." For example, he reads the scale to indicate that Messrs. Moore and Kirby are chief attractions for the particular group who generally do not like variety and who find the singing and dancing unappealing.

How Much A 'Fan' ▪ Also analyzed was the degree to which the respondent was a fan of the program. The person who labeled the show as one of his favorites apparently was more likely to be part of its primary audience and the one whose opinion was most important to the show's producer. The study found the frequency of viewing the particular show directly related to a respondent's over-all opinion of the program.

The analysts found they could detect prominent dislikes in "clusters" around a specific element within the show, a factor believed of special interest when applied to those who are the show's staunchest fans.

9	**CBS Reports**	CBS	44
9	**Route 66**	CBS	44

Under 50,000

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Sing Along With Mitch**	NBC	56
3	**Andy Griffith**	CBS	52
4	**Wagon Train**	NBC	50
5	**Real McCoys**	ABC	49
6	**Red Skelton**	CBS	48
7	**Flintstones**	ABC	44
7	**Route 66**	CBS	44
9	**CBS Reports**	CBS	41
9	**Father Knows Best**	CBS	41
9	**Gunsmoke**	CBS	41
9	**Perry Mason**	CBS	41

Rural

Rank	Program		TvQ
1	**Bonanza**	NBC	57
2	**Wagon Train**	NBC	53
3	**Real McCoys**	ABC	51
4	**Andy Griffith**	CBS	49
5	**Rawhide**	CBS	47
5	**Sing Along With Mitch**	NBC	47
7	**Gunsmoke**	CBS	44
7	**Perry Mason**	CBS	44
9	**Route 66**	CBS	43
10	**Flintstones**	ABC	42

TOP TV PROGRAMS BY INCOME
$8,000 & Over

Rank	Program		TvQ
1	**Sing Along With Mitch**	NBC	50
2	**Flintstones**	ABC	42
3	**Bonanza**	NBC	41
4	**Perry Mason**	CBS	39
4	**Red Skelton**	CBS	39
4	**Untouchables**	ABC	39
7	**Andy Griffith**	CBS	38
7	**Garry Moore**	CBS	38
9	**Kraft Music Hall—Como**	NBC	35
9	**Real McCoys**	ABC	35

Under $5,000

Rank	Program		TvQ
1	**Bonanza**	NBC	58
2	**Sing Along With Mitch**	NBC	52
2	**Wagon Train**	NBC	52
4	**Andy Griffith**	CBS	51
5	**Real McCoys**	ABC	49
6	**Perry Mason**	CBS	47
6	**Rawhide**	CBS	47
8	**Red Skelton**	CBS	46
9	**Gunsmoke**	CBS	45
10	**Route 66**	CBS	44

$5,000-$7,999

Rank	Program		TvQ
1	**Sing Along With Mitch**	NBC	58
2	**Andy Griffith**	CBS	48
2	**Flintstones**	ABC	48
4	**Bonanza**	NBC	47
5	**Red Skelton**	CBS	44
6	**Wagon Train**	NBC	42
7	**Real McCoys**	ABC	41
8	**Perry Mason**	CBS	40
8	**Untouchables**	ABC	40
10	**Candid Camera**	CBS	39
10	**Father Knows Best**	CBS	39

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—10 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

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Sarnoff, five others honored in Montreux

16 OF 40 SPEAKERS AT TV FESTIVAL ARE FROM U.S.

RCA's board chairman, Brig. Gen. David A. Sarnoff, and five international colleagues have been selected by the International Telecommunications Union for awards this Saturday (May 20) at the Montreux, Switzerland, International Festival of Television Arts & Sciences.

The citations recognize contributions to international communications and climax the ITU festival symposium. They go to Gen. Sarnoff; Sir Noel Ashbridge, retired technical services director of the BBC and chairman of the Marcon: Group of Companies; Prof. J. Boutry of the French National Conservatory of Arts & Sciences and president of the Lab of Electronics & Applied Physics, Paris; Prof. P. V. Shmakov of the Leningrad Television Institute; Erik Esping, technical director of Swedish Post, Telegraph & Telephone and a study group chairman of the International Radio Consultative Committee (CCIR); Dr. Kenjiro Takayanagi, managing director of the Victor Co. of Japan and developer of the Takayanagi tv tape system.

Americans are contributing heavily to Montreux proceedings this week and next. Sixteen of 40 symposium speakers are from the U. S. and a discussion on space broadcasting is dominated by delegates from this country.

Dr. John R. Pierce, Bell Telephone Labs' director of research in communications principles, will analyze the potentialities of space tv relays. Dr. L. Jaffee of the U. S. Aeronautics and Space Administration (NASA) and R. P. Haviland of the General Electric Co. missile space vehicle department will give views on artificial satellites for tv.

Experts from RCA, GE, Ampex and other companies around the world will cover a broad range of technical subjects. An equipment trade fair runs through May 27. NAB's delegate to the festival is Herbert Evans, president of Peoples Broadcasting Corp., who will speak next week on television trends in North America. Screenings also start next week in the network music-variety show contest sponsored by the Swiss Broadcasting Corp. The "Golden Rose" award and a festival variety show will end the Montreux meetings May 27.

International exchange of tv ideas proposed

A proposal for the formation of an international organization to stimulate an interchange of ideas by American and European producers and directors of tv films and commercials was made last week by Nox Lempert, executive producer of Films Five Inc., New York, before a group of film students from 11 countries meeting at the Cannes Film festival in France.

Following Mr. Lempert's proposal, Nicholas D. Newton, Films Five president, stated his company is prepared to provide a convention and seminar site at Sugar Bush Valley, Vt., for a proposed conclave during the summer of 1962.

Films Five Inc. was organized recently to produce tv film commercials and industrial motion pictures. Other key executives in the organization are Jacques Dufour, creative director and Walter Bergman, supervisor of studio operations. Headquarters and studio facilities are at 18 E. 50th St., New York 22, N. Y. Telephone is Plaza 2-7960.

Abroad in brief...

Does it sell? ▪ Award-winning television commercials of the U. S. and Canada were featured at a special meeting of the Toronto Advertising and Sales Club on May 11. About 700 advertisers, agency and industry representatives attended the session. The commercials were being judged in New York by 58 top advertising executives on the basic question: "Does it sell?"

Retainer ▪ M. Levy Assoc. Ltd., Ottowa, Ont., has been retained as engineering consultant by the Canadian Assn. of Broadcasters. Dr. Maurice Levy, a graduate of French universities, had done work before World War II for the International Telegraph & Telephone Corp., was with the research laboratories of General Electric Co. of England from 1945-50, and since that time has been a member of the Canadian Defense Research Board.

World star cast ▪ Robert Saudek Assoc., N. Y., is scouting talent around the globe for a planned 90-minute tv special which will highlight the First International Assembly of the Academy of Television Arts & Sciences in New York next November. Robert Dowling, an Assembly committee chairman, is on special assignment to recruit talent from the USSR. Networks are bidding for rights to the show being produced by Saudek Assoc.

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KNOTT HOTELS

Vibrator chairs were the feature attraction at the BPA suite last week. But an old rocking chair inhabited by BPA President John Hurlbut (seated at left) seemed to cause the most comment. Other relaxers (l to r) are L. Walton Smith, WROC-TV Rochester (donator of the chair), a director of BPA; Don Curran, ABC Radio o&o stations; and Doug Holcomb, WGBI and WDAU-TV Scranton.

Ol' rocking chair's got him

President John F. Kennedy may have the most famed rocking chair in the land, but President John F. Hurlbut of the Broadcast Promotion Assn. says he will have the most traveled rocker in the country before the year is up.

It began at last week's NAB convention in Washington when Mr. Hurlbut, WFBM-AM-FM-TV Indianapolis, was presented with his own personal rocking chair by L. Walton Smith, WROC-TV Rochester, N.Y., a director of BPA, who lugged it 500 miles to Washington through a driving rainstorm—tied on the back of his compact car.

The rocker, it seems, brought much prestige to Mr. Hurlbut and BPA which had in its convention hospitality suite expensive vibrating chairs which were welcome sights to many a weary delegate.

Discovered in the attic of an old farmhouse near Rochester by Mr. Smith, the rocker apparently has a bright future in store with appearances scheduled for BPA's board meeting in June and annual meeting in November, both in New York.

Philip Morris throws a party in Louisville

Philip Morris Inc. threw its annual open house in Louisville, Ky., and radio spread the sound around town. The cigarette firm, operator of what it calls the world's largest cigarette factory in Louisville, has been staging a free Derby Festival Music Show since 1957 for townspeople and Derby week visitors.

One of the sponsor's tv stars, Dwayne (Dobie Gillis) Hickman, was special guest star and parade marshal for the civic party. Eleven country-music acts and Johnny (call-for-Philip Morris) were brought to the local Fairgrounds Coliseum for an 8 p.m. show, free to all and heraded for weeks by Louisville radio. Events of the day were on the air and disc jockeys from half a dozen stations served as alternating m.c.s of the Coliseum show. WOWI New Albany., Ind., provided a fleet of open cars for the parade and star transportation. WTMT Louisville presented a complimentary Philip Morris show. Another local station, WKLO, staged a pre-festival contest to pick a youngster to ride with the parade marshal. WHAS Louisville, WBRT Bardstown, Ky., and WSLM Salem, Ind., sent m.c. talent to the Coliseum show along with the other stations.

Spencer Jones, factory manager of the Philip Morris plant in Louisville and chairman of the city's Derby Festival committee, entertained distinguished visitors at home and held open house at the plant all week. The Derby week show is a community relations promotion for the maker of Marlboro, Parliament, Philip Morris and Alpine cigarettes.

A proud contest winner

Money may not be the greatest thing there is but it certainly does speak. WCPO Cincinnati will testify to that. Take the case of Jim Rice, a second place winner in one of the station's contests.

Soon after the contest had ended and WCPO read the names of the winners Pat Crafton, station manager, received a telegram from Mr. Rice asking that the names be read again. Mr. Crafton refused, explaining that this was only possible on a commercial basis. Mr. Rice accepted, wrote his own commercial and stipulated that it be used after the 7:30 p.m. news—when he was driving his best girl to the movies.

Eastman breakfast unveils spot radio presentation

Early birds, who answered a breakfast invitation from Robert E. Eastman & Co., were rewarded with showing of Eastman's new spot radio presentation during the NAB Convention in Washington.

Using 36 color slides, the 20-minute presentation stresses spot radio's penetration of complete market areas (in most cases double that of newspapers); its mobility (through car radios and portables), and its frequency (in the average market, 42 one-minute spots can be purchased for the price of a half-page newspaper ad or two 20-second tv spots).

The rep firm will make its slide kit available to Eastman-represented stations, and stations in non-competitive markets, at cost. Inquiries should be addressed to Robert Eastman & Co., 527 Madison Ave., New York 22.

WQMR takes its listeners to Broadway musicals

While many radio stations are content with bringing good music to their listeners, one has found it rewarding to bring its listeners to good music—show music in this case.

WQMR Silver Spring, Md. (Washington, D.C. suburb), which features a Broadway show program every Saturday afternoon in *Matinee at One*, in which the scores of two shows are played, worked out a monthly promotion whereby 45 listeners actually can see the shows in person.

The idea of Ed Winton, the station's vice president and general manager, the plan works something like this: once a month WQMR charters a bus (46 passengers), complete with bar (part of the deal) and offers a weekend in New York; roundtrip transportation; hotel accommodations; two breakfasts; and orchestra tickets to two top Broadway shows—all for $50 per person.

Last week the first excursion was completed. Result: a packed bus, tickets to "Wildcat" and "The Unsink-

able Molly Brown," and a sell out for the next trip—still a month away.

Mr. Winton says the promotion will continue as long as good seats are available. In fact, the idea has caught on so well that some tickets for the July trip have already been sold and the two shows haven't even been firmed as yet.

N.C. tv stations join to save battleship

Ten North Carolina television stations have joined hands to help save the battleship USS North Carolina from the scrap heap and make it a permanent state memorial.

With $250,000 needed to make the project a success, the stations met, dedicated themselves for the common cause and are saturating the state with messages for contributions. The warship will be berthed in Wilmington, N.C., where a 36-acre tract has been made available.

Those participating in the plan: Wayne Jackson, program director, WECT (TV) Wilmington; Ben Runkel, WSJS-TV Winston-Salem; Hank Tribley, operations manager, WNCT (TV) Greenville; Joe Terrell, WRAL-TV Raleigh; Bob McCort, WSOC-TV Charlotte; John Young, director of television, WUNC-TV Chapel Hill; Jack Markham, WFMY-TV Greensboro; Ernie Greup, program manager, WTVD (TV) Durham; John Comas, program manager, WSJS-TV Winston-Salem; Hal Wilson, operations manager WITN (TV) Washington and Harry Middleton, production director, WTVD (TV), the host station.

Drumbeats...

The personal touch ▪ Blair-TV, N.Y., and actor Don Ameche have gotten together on an electronic promotion to magnetize New York timebuyers toward WXYZ-TV Detroit. Postal cards asked buyers to call Mr. Ameche, who, by way of an automatic telephone recording device, revealed the advantages of buying WXYZ-TV.

Winner takes all ▪ KYW radio Cleveland presented the first mother of Mother's Day in the Cleveland Metropolitan Area with a Caloric Compacto Gas Range with the assistance of the 30 hospitals who called in the results of the competition to KYW. At the hospital a miniature model was presented to the winner. On her arrival at home she will be greeted with the real thing.

Cabbies to help ▪ WQXI Atlanta, Ga., has obtained the cooperation of Atlanta's Veteran Cab Co. as an extension of the station's news department. Drivers will report accidents, fires and other on-the-spot "scoops" to their dispatcher, who, in turn will call the station. The driver with the best story of each week wins a prize.

Helping hand

Stations constantly promote worthy community events, but April 15 was the day Whitehall, Mich., could do something for WCBQ there and its former manager, Bruce Van Houten, stricken with blindness. The town turned out during an eight-hour "Bucks for Bruce" drive aired on WCBQ to help Mr. Van Houten defray medical costs. Muskegon radio station disc jockeys also appeared as on-air guests.

Expensive but effective ▪ WMCT (TV) Memphis seems to have hit on something good with its "impact advertising." The station promotes specific programs rather than slogans and station call letters. The campaign is based on daily changes of the (12½′ x 12′) King Sized Posters used on the sides of Memphis buses. With this operation WMCT (TV) is able to promote the hour-long lead-off shows the same day they are scheduled. Posters are also placed on the back of the buses for the five-day-a-week shows (i.e., *Esso Reporter, Huntley-Brinkley, Jack Parr*).

Bridge give-away ▪ KCBS San Francisco will award to some lucky listener the Golden Gate Bridge—a smaller replica, that is. It's part of a contest in which listeners who want the bridge (12 feet high, 24 feet long, three feet wide, flashing red lights, weighing 750 pounds) must write in and say why in less than 50 words.

Santangelo wins APRA's Anvil

Michael R. Santangelo, director of public relations and special events, and his department at Westinghouse Broadcasting Co. are the 1960 winners of the American Public Relations Assn.'s Silver Anvil award in the communications field, highest award in the public relations profession. The announcement was made May 4 at APRA's 17th annual convention in Atlantic City, N. J. Mr. Santangelo's winning campaign was for *Reading Out Loud*, a series of 15 telecasts conceived by him last year. The programs, which were shown on WBC's tv stations and on other stations across the country, featured prominent personalities reading aloud to their children.

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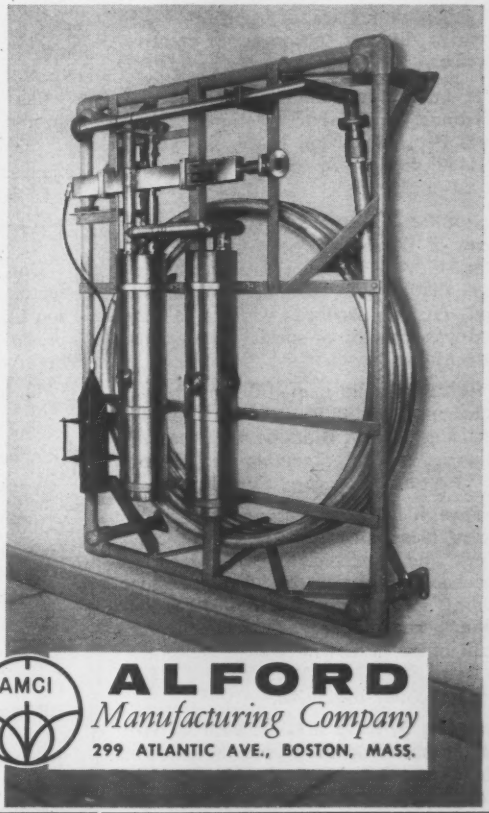

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BROADCAST ADVERTISING

Howard Shank joins William Esty Co., N. Y., as vp, copy department. Most recently, Mr. Shank has been vp and creative director and member of executive committee of Grey Adv. Previously, he was with Benton & Bowles and Leo Burnett.

Gene Grayson, Alan Hahn and **Joseph Sacco,** creative supervisors, Ted Bates & Co., N. Y., elected vps. Mr. Grayson joined agency in 1955 after being with Grey Adv. as senior copywriter for five years. Mr. Hahn, who came to Bates in 1959, was formerly group head at McCann-Erickson. Prior to joining Bates in 1958, Mr. Sacco was copy supervisor with William Esty Co.

Courtier L. Parsons, former production manager, Young & Rubicam, N.Y., promoted to vp and director of mechanical production.

Frances Rutland, copy supervisor, Dancer-Fitzgerald-Sample Inc., N. Y., elected vp.

William E. Holden named new senior vp and New York manager of Fuller & Smith & Ross. **John A. McKinven,** previously vp for creative services, moves into marketing services. **Kenneth E. Moore,** vp and chairman of plans board, fills newly created post of vp-client service. **Gene Taylor,** formerly vp and creative director, becomes vp creative services.

B. Lowell Jacobsen, formerly vp of personnel and labor relations, NBC, joins Pepsi-Cola Co., N. Y., in newly-created post of vp of industrial relations.

Jerome H. Ludder, formerly president of Executive Seminars, N. Y., joins Geyer, Morey, Madden & Ballard, that city, in research and marketing. He has also been with Time Inc., and was director of special projects for *Life* Magazine.

Anita Waxman named Boston, Mass., office manager of Ray Barron Inc., advertising agency. **Blanche M. Greenhill** joins as account executive and **Robert A. Leverant** joins copy department.

Joseph La Rosa, formerly art director of Needham, Louis & Brorby, New York, and more recently with McCann-Erickson, returns to NL & B as director of art department. **John R. McAlpine,** assistant general manager of St. Paul office of Erwin Wasey, Ruthrauff & Ryan, joins New York staff of NL & B as account executive.

Ralph D. Rose and **William C. Turner** named account supervisors for Ketchum, MacLeod & Grove. Mr. Rose, who was assigned to agency's Pittsburgh headquarters, joined as account assistant in 1951. Mr. Turner, who was assigned to Washington office, joined agency in 1959.

W. C. Lewellen, account executive in Los Angeles office of J. Walter Thompson Co., resigns as of May 31.

Jean O'Connor and **William D. Magnes** named media director and creative director, respectively, of Robert M. Gamble Jr., advertising agency in Washington, D.C. Miss O'Connor was associated with Abramson Advertising and Larrabee Assoc., while Mr. Magnes had been copy chief at Larrabee Associ., and prior to that, was account executive with several New York advertising agencies.

Robert P. Frey, formerly of Lehn & Fink, joins research and marketing department of Monroe F. Dreher Inc., New York advertising agency.

Samuel P. Norton and **Lee J. Cirillo** join copy department of N. W. Ayer & Son, Philadelphia. Mr. Norton was formerly with Adams Assoc., York, Pa., and Mr. Cirillo was with Meermans Inc., Cleveland. **Owen F. Hoyt,** free lance writer, joins Ayer's San Francisco office as representative.

Sheila Kelley appointed to editorial staff of Harshe-Rotman & Druck, New York. Miss Kelley comes from Washington office of Sen. Jacob K. Javits (R-N.Y.) where she handled press and pr. She will continue to serve as his radio and tv consultant.

THE MEDIA

Mr. Fleming

Joel Fleming named vp and general manager of broadcast operations for Ivy Broadcasting Co., Ithaca, N. Y., (WOLF-AM Syracuse, and five fm outlets all in New York state: WRRA Ithaca, WRRC Cherry Valley, WRRD DeRuyter, WRRE South Bristol, WRRL Weathersfield, and WTKO-AM Ithaca, owned by Radio Ithaca Inc., and operated in association with Ivy.). Mr. Fleming will be taking over duties previously handled by **E. E. Erdman,** company president. **Robert Newman,** assistant manager of WTKO named station manager, succeeding Mr. Fleming.

Jack Hill appointed vp, public affairs and community relations, KNOE-TV Monroe-West Monroe, La., in addition to current duties as assistant to program director and weathercaster.

Mr. Shuel

William J. Shuel, sales manager of WIRE Indianapolis, named general manager. Mr. Shuel who has been with station since 1950, had been named sales manager in 1959. Prior to that he was on sales staff of WXLW, that city.

Longman to follow Frey as AMA president

Donald R. Longman, vp and director of research, J. Walter Thompson Co., New York, has been elected president of The American Marketing Assn. for one year term beginning July 1, 1962. New officers of AMA serve ex-officio with current executive board for one year orientation period prior to assuming office. Dr. Albert W. Frey, formerly of Dartmouth and now on faculty of U. of Pittsburgh, was elected last year to serve as AMA president, beginning this July 1.

Other officers elected for 1962-63 term are: **Schuyler F. Otteson,** professor of marketing and head of department of marketing, Indiana U., of Marketing Education Div.; **Dillman M. K. Smith,** vice chairman of board, Opinion Research Corp., Princeton, N. J., vp of Marketing Research & Development Div.; **Edward C. Bursk,** professor of business administration, Harvard Business School, vp of Marketing Management Div.; and **Gerald A. Koetting,** Marketing analyst, Lincoln Engineering Co., St. Louis, vp of Assoc. Development Div. **Margaret L. Reid,** manager of market research, Plastics Div., Monsanto Chemical Co., elected secretary-treasurer.

Elected to AMA board of directors for 1962-63: **Richard M. Alt,** New England Life Insurance Co.; **Edward R. Bartley,** B. F. Goodrich Co.; **Alberta B. Edwards,** Schering Corp.; **George L. Herpel,** International Shoe Co.; **A. J. Kinard,** Quaker Oats Co.; **Joseph W. Newman,** Stanford U., and **Kenneth Wilson,** U. of Cincinnati.

Mr. Behnke

John Behnke, commercial manager of KOMO Seattle, Wash., named station manager, succeeding **Maitland L. Jordan,** who was named sales manager of KOMO-TV, that city. Mr. Behnke will continue to serve in present capacity until later this summer, when he will assume full duties of new position.

Ralph J. Robinson, general manager of WACE Chicopee, Mass., named to newly created post of director of engineering for Communications Industries Corp., New York, chain which includes: WACE Chicopee, Mass.; WEOK Poughkeepsie, N. Y.; WKST New Castle, Pa.; KWST-TV Youngstown, Ohio.

Larry Pickard, writer-producer, managing editor of NBC-TV's *Today* show, named to newly created post of director of news and special projects for WBZ-TV Boston.

DeLacy Thorne, music operations department, CBS-TV, named assistant to manager of orchestras broadcasting on CBS Radio.

Av Westin, CBS News producer-director in N. Y., named to similar post in London.

Mr. Farnsworth

Guy B. Farnsworth, formerly manager of KGVO Missoula Mont., named general manager of WOKW Brockton, Mass., station to go on air end of June. Previously he was manager of KCRC in Enid, Okla., and for the past three years has been engaged in music business.

Robert F. Fuzy, supervisor of instructional programming for Ohio State U. Telecommunications center, named operations manager of WOSU-AM-FM-TV (non-commercial station) Columbus, Ohio.

Mr. Ramsay

Joe S. Ramsay named general manager of KBUY Amarillo, Tex. succeeding **Bob Ghormley,** who has been transferred to GEMCO Radio of Texas headquarters in Dallas where he will function as regional sales manager. (GEMCO chain includes KOKE Austin and KINT El Paso, both Texas.)

John F. Lynch, former director of public affairs, CBS News, appointed executive assistant to John H. Secondari, executive producer, ABC News special projects division.

Jack L. Callaway, commercial manager for KLIN Lincoln, Neb., named general manager, succeeding **Kenneth C. Delp,** named general manager of KREO Indio, Calif.

Mr. Hubbach

William J. Hubbach, general sales manager of KOMO-TV Seattle, Wash., named manager of Fisher Broadcasting Co., owner and operator of new tv station which will begin operations over ch. 2 in Portland, Ore., in fall of this year.

Robert T. Mason, WMRN Marion, Ohio; **John R. Henzel** WHDL Olean, N.Y.; **Merrill Lindsay,** WSOY Decatur, Ill.; **F. E. Lackey,** WHOP Hopkinsville, Ky.; **David H. Morris,** KNUZ Houston, Tex.; **James L. Howe,** WIRA Fort Pierce, Fla.; **Gene Trace,** WBBW Youngstown, Ohio, elected to board of directors of Community Broadcasters Assn., Marion, Ohio.

John F. Dille Jr., WSJV (TV) South Bend-Elkhart, Ind., elected chairman of board of governors of ABC-TV Affiliates Advisory Assn., succeeding **Howard W. Maschmeer,** WNHC-TV New Haven, Conn. **John T. Gelder Jr.,** WCHS-TV Charleston, W. Va., elected vice chairman; **D. A. Neel,** WHBQ-TV Memphis, Tenn., secretary; and **Mike Shapiro,** WFAA-TV Dallas, treasurer.

John Palmer, formerly of John E. Pearson Co., joins Broadcast Time Sales, as western new business development manager.

Martin D. Wickett, head of own advertising firm, appointed management consultant for KRAK Stockton, Calif.

Ken Fanazini, announcer-director with WICU-TV Erie, Pa., appointed program director. **Ivan Tomcho,** formerly with WWTV (TV) Cadillac, Mich., joins as director and **Vance McBride** rejoins announcing staff after two year absence, during which time he was associated with WFLB Fayetteville, N.C.

Tom Hawkins, pr director for KGFJ Los Angeles, named program director. Mr. Hawkins will continue to act as pr director in addition to his new duties.

Michael W. Gradle, vp of Hollywood office of Needham, Louis & Brorby, named manager of advertising, promotion, press & publicity for KRCA (TV) Los Angeles.

William Brown Jr., named promotion manager, WVUE (TV) New Orleans.

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Al Taylor, production and news director for WOKY Milwaukee, named program director of KXIV Phoenix, Ariz.

Johnny Gunn, air personality and creative director for KEZY Anaheim, Calif., named program director.

Lee White, program director of KPUG Bellingham, named promotion director of KAYO Seattle, both Washington.

Dean Faulkner, promotion manager for KOA-AM-TV Denver, Col., forms Broadcast Promotion, firm catering to stations which do not have their own promotion departments. Agency is located in Denver and is to service Rocky Mountain area.

Charles E. Jones, administrative vp for sales and client service, Potts-Woodbury, Kansas City advertising agency, appointed general sales manager of WHB, that city.

Carolyn Johns, previously with KAJI Little Rock, Ark., named continuity director for WOKY Milwaukee, Wis. **Sam Hale** joins station as air personality.

Jack Tompkins, farm director for KCMC-TV Texarkana, Tex., named farm and ranch director for KFDA-TV Amarillo, also Texas.

Budd Duvall, formerly with KRGI Grand Island, Neb., to KHAS-TV Hastings, Neb., as news director.

David Croninger, formerly of WTAC Flint, Mich., named Detroit radio sales manager for Metropolitan Broadcasting Corp.

Frank Browne, member of program sales staff of KTTV (TV) Los Angeles, appointed sales manager of station's syndication division. He will headquarter in New York.

Mr. McGuirk

Mr. Hodgett

Mr. Bailey

Terrance McGuirk, E. James Hodgett and **Robert E. Bailey** join Storer Television Sales, N. Y., new rep firm, as account executives. Mr. McGuirk, who has been with CBS for past ten years, served most recently as account executive with network's tv spot sales department, prior to which he had been sales manager of Extended Market Plan unit. Mr. Hodgett comes from WPIX (TV) New York, where he had served as account executive for past four years. He also worked in research department of CBS-TV Spot Sales from 1955 to 1957 Mr. Bailey was account executive with Peters, Griffin, Woodward, N. Y., for past 10 years.

Robert Beall named local sales manager of WTRF-TV Wheeling, W. Va., succeeding **Robert E. Hagan,** who resigned to join local sales staff of KYW-TV Cleveland. Before joining station, Mr. Beall was employed in sales department of Hazel Atlas division of Continental Can Co., New York.

Jack Donahue, in executive sales position with KTLA (TV) Los Angeles, named to newly created position of director of national sales. **Martin F. Connelly** appointed national sales manager and **Jack Van Nostrand** appointed account executive.

Vern Metcalfe named sales manager of KJNO Juneau, Alaska. **Dennis Koch** named to sales department.

William C. Yenerich appointed sales manager of KTIV (TV) Sioux City, Iowa. He has been member of sales staff for past four years.

Morton Sidley, formerly in executive capacity with KLAC Los Angeles, named general sales manager of KHJ, that city.

John F. Tenaglia, account executive with KQV Pittsburgh, Pa., named assistant general sales manager.

Robert M. Miggins, account executive with KPIX (TV) San Francisco, named assistant sales manager.

Donald Wilks, formerly of Good Music Broadcasters, N. Y., joins sales staff of Daren F. McGavren Co., that city.

Lyn Stoyer, account executive with WSAT Cincinnati, appointed sales representative for WCKY, that city.

Piers Anderton, associate producer of NBC-TV's *Texaco Huntley-Brinkley Report*, takes over Bonn, Germany, bureau as correspondent for NBC News.

John A. Carrigan Jr., joins Radio-T.V. Representatives, Chicago office, as account executive.

Roy Bellavia, continuity production director for WGRY Gary, Ind., named account executive and air personality for WSBC-FM Chicago.

James Galvin, director of advertising and promotion for WXYZ-TV Detroit, joins sales staff of KPHO-TV Phoenix, Ariz., **Tony Larson** joins KPHO as staff announcer.

Gary Owens joins program staff of KFWB Los Angeles. He was formerly with KEWB Oakland, Calif.

Marc Jennings joins news staff of WHNB-TV Hartford, Conn.

Martin Jensen, joins WMT Cedar Rapids, Iowa, news staff.

Dave Hart joins WGTO Cypress Gardens, Fla., as air personality, replacing **Mark Pritchard,** who moved to WTAR Norfolk, Va.

Dan Curtis and **Al Taylor** join WRCV Philadelphia as air personalities.

PROGRAMMING

Mr. King

Charles King appointed general manager of Independent Television Corp.'s Arrow Productions Div., N.Y. Prior to joining ITC, Mr. King was vp of Danziger Productions and vp at Bernard Schubert Co. He also served as director of sales, NTA Film Network; chairman of plans board and director of broadcasting at Paris & Peart (now Gardner Adv.); vp, Charles Dallas Reach Co. (now Reach-McClinton), and director of program sales for MBS.

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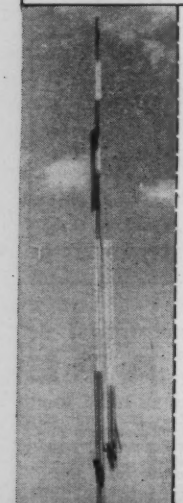

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ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois

Rudy Petersdorf joins National Telefilm Assoc., as director of business administration. Mr. Petersdorf, who will headquarter in Beverly Hills, has been in business affairs department of Desilu for over four years, and prior to that served in legal department of Capitol Records for two years.

Samuel Manners, associate producer of Screen Gems' *Route 66,* named executive in charge of production of all Herbert B. Leonard's tv shows, current and future. Two series currently in production are *Naked City* and *Route 66.*

William C. Thomas, motion picture-tv producer, joins Tom Corradine & Assoc., Hollywood production-distribution company.

Rich Newman, formerly assigned to WXTV (TV) Youngstown, to Knoxville, Tenn., to handle *House Detective,* there. **Lou Tappe,** formerly commercial manager of WNPC Plymouth, N. C., joins *House Detective* in Chattanooga as salesman-announcer.

EQUIPMENT & ENGINEERING

Mr. Fink

Donald G. Fink, director of research and general manager of research division of Philco Corp., appointed vp for research. He has been with Philco since 1952 when he became director of research for consumer product programs.

Justin L. Albers, manager-distributor operations, RCA Sales Corp., N. Y., named vp, distributor operation services.

Bryce S. Durant, manager, product planning and development, RCA Sales Corp., elected vp.

Arnold J. Ryden, president of Midwest Technical Development Corp., Minneapolis, and **James K. Nunan,** president of Electra Scientific Corp., Fullerton, Calif., elected to board of directors of Midwestern Instruments, Tulsa, Okla., manufacturer of elecrtonic instruments and components, and through its Magnecord division, producer of commercial and professional tape recorders and associated equipment.

William R. Weir, Pacific regional sales manager in semiconductors for Sylvania Electric Products, named to newly created position of national sales manager for semiconductor division at Woburn, Mass. **Henry H. Cunningham, Thomas A. Foster** and **Mark L. Green** join to initiate and oversee cooperative advertising programs among Sylvania's electronic parts distributors. Mr. Cunningham was formerly with Schlage Lock Co., San Francisco; Mr. Foster was with J. Walter Thompson, N. Y., and Mr. Green served Campbell-Ewald Detroit.

Robert Tilton, formerly director of engineering for Storz stations, named broadcast sales engineer for Gates Radio Co., Quincy, Ill.

Walter R. Hedeman, assistant chief engineer for systems, at Texas Instrument's apparatus division, appointed coordinator of advanced development, engineering division of General Precision's GPL division in Pleasantville, N. Y., developers and manfacturers of airborne navigational systems, data processing equipment and medical electronic devices, as well as closed circuit tv systems and motion picture projection apparatus.

Bernhard Yagerman, special projects engineer and southwestern sales manager for Canoga division of Underwood Corp., Van Nuys, Calif., named sales manager of electronics division of Telechrome Manufacturing Corp., Amytiville, N. Y.

Robert E. Culligan appointed advertising supervisor of Revere Camera Co., Chicago, subsidiary of Minnesota Mining & Manufacturing Co. Mr. Culligan has been member of 3M advertising department since 1956.

Alex E. Alden, research engineer for 20th Century-Fox Film Corp., joins Society of Motion Picture & Television Engineers, N. Y., as staff engineer, succeeding **J. Howard Schumacher.**

INTERNATIONAL

W. Hugh Clark, vp and director of radio & tv at Young & Rubicam Ltd., Toronto, named vp in charge of sales for newly formed CTV Canadian Television Network.

ALLIED FIELDS

Peter Cott, pr and press director for National Academy of Television Arts & Sciences, named director of national projects. Mr. Cott will be responsible for coordination and development of new chapters and expansion of Academy's lecture bureau and educational program.

GOVERNMENT

Fletcher G. Cohn, legal adviser on antimonopoly in Bureau of Litigation for Federal Trade Commission, named assistant general counsel for legislation.

DEATHS

Mrs. George C. McConnaughey, 62, wife of former FCC chairman, died at her home in Upper Arlington, Ohio, May 7.

Microphones
to suit any need!

FINEST QUALITY MICROPHONE

Standard of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service.

$180.00
less base

COMMENTATOR MICROPHONE

The BK-1A is a popular microphone for interviews, panel shows, and all general announce work. Its rugged construction, and the fact that it's not sensitive to wind and mechanical vibration make the BK-1A ideal for outdoor remotes.

$75.00
Base shown, $7.75

HIGH FIDELITY UTILITY MICROPHONE

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high-performance unit designed for years of rugged service.

$125.00
Base shown, $7.75

PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application whether worn around neck with lanyard cord supplied, held in hand, or stand mounted.

$82.50

Order any of these by mail. Write to RCA, Dept. UC-22, Building 15-5, Camden, N.J. Enclose check with your order and microphones will be sent prepaid. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

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RCA

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 4 through May 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

CALL LETTERS ASSIGNED

KDAS (TV) Hanford, Calif.—Gann Television Enterprises.

New am station

APPLICATIONS

Hamden, Conn.—Continental Bcstg. Co. 1530 kc; 1 kw. P.O. address 2407 Dixwell Ave. Estimated construction cost $50,980, first year operating cost $96,000, revenue $100,000. Principals: **A. James Bruno** (50%), **J. Kenneth Bradley** (50%). Mr. Bruno is president of industrial plant; Mr. Bradley is attorney. Ann. May 8.

Wallingford, Conn.—Quinnipiac Valley Service Inc. 860 kc; 1 kw. D. P.O. address 142 Meadow St., Naugatuck, Conn. Estimated construction cost $33,716, first year operating cost $60,000, revenue $75,000. Principals: **John T. Parsons** (43%); **James W. Miller** (43%); **Vernon L. Wilkinson** (14%). Mr. Parsons is president of WOWW Naugatuck, Conn. Mr. Miller has numerous business interests. Mr. Wilkinson is attorney. Ann. May 10.

Bel Air, Md.—Bel Air Bcstg. Co. 1520 kc, 250 w. P.O. address Box 37A Bel Air. Estimated construction cost $15,396, first year operating cost $60,000, revenue $80,000. Principals: **Samuel Miller, Arthur A. Snowberger, John D. Worthington, George W. Truelove, LeRoy Stokes, Lee L. Case** (16⅔% each). Messrs. Miller and Case are partners in specialized recording and equipment-leasing firm; Mr. Worthington owns publishing Co.; Mr. Truelove has been proprietor of candy-manufacturing plant; Mr. Snowberger is partner in radio engineering firm. Ann. May 8.

Elizabeth, N. J.—Radio Elizabeth Inc. 1530 kc, 500 w. P.O. address 1195 East Grand St. Estimated construction cost $25,414, first year operating cost $80,000, revenue $100,000. Principals: **Dominick A. Mirabelli, Michael F. Quinn, August F. Arace, Elizabeth A. McKenna, John R. Quinn** (20% each). Mr. Mirabelli is attorney; Messrs. Quinn are employes of book manufacturing Co.; Mr. Arace is stock broker; Mrs. McKenna is fine arts instructor. Ann. May 8.

Haddonfield, N. J.—Radio Haddonfield Inc. 1510 kc, 250 w. P.O. address 205 Rhoades Ave. Estimated construction cost $64,772, first year operating cost $65,000, revenue $68,000. Principals: **Mildred W. Farren** (40%); **James L. Rubenstone** (55%). Mrs. Farren is employe of advertising agency; Mr. Rubenstone is assistant general manager of WJMJ Philadelphia. Ann. May 8.

Hopewell, Va.—Eliades Bcstg. Co. 1540 kc, 10 kw. P.O. address State Planters Bank Bldg. Estimated construction cost $32,000, first year operating cost $43,270, revenue $56,000. Principals **Homer C. Eliades** and **Plato G. Eliades** (each 50%) are attorneys. Ann. May 8.

Richmond, Va.—Richmond Bcstg. Co. 1540 kc, 50 kw. P.O. address 3855 30th St. N., Arlington, Va. Estimated construction cost $145,000, first year operating cost $125,000, revenue $130,000. Principals: **Richard S. Cobb** (50%), **Milton Beyer, James T. Doukas** (each 25%). Mr. Cobb is partner in frozen-food firm; Mr. Beyer is president and Mr. Doukas vice president of wholesale food distributor. Ann. May 8.

Existing am stations

KCKY, KCLF, KGLU, KVNC, KWJB-FM and KZOW Coolidge, Clifton, Safford, Winslow and Globe, Ariz.—By letter, granted authority to remain silent for period ending Aug. 4; cautioned that nighttime illumination of antenna supporting structures must be maintained to extent required by outstanding station licenses. Comr. Bartley dissented. Action May 5.

KWNA Winnemucca, Nev.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action May 3.

WPRP Ponce, P. R.—Granted change on 910 kc from 5 kw, DA-N, unl. to 500 w-N, 5 kw-LS, and change trans. site; engineering conditions. Action May 3.

WKYN Rio Piedras, P. R.—Granted (1) renewal of license and (2) mod. of license to change designation of studio and station location to San Juan; remote control permitted. Action May 3.

APPLICATIONS

WOWW Naugatuck, Conn.—Cp to change frequency from 860 kc to 1380 kc, change hours of operation from D to unl. using power of 500 w, 5 kw, install DA system D and install new trans. (Mutually contingent on grant of new station at Wallingford, Conn.—filed concurrently).

WEAD College Park, Ga.—Cp to change frequency from 1570 kc to 1150 kc, make changes in ant. system (increase height) and make changes in ground system. (Requests waiver of Sect. 3.28(c) and Sect. 1.309 of rules).

WJBC Bloomington, Ill.—Mod. of license to change station location from Bloomington to Bloomington-Normal, Ill.

KDEC Decorah, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Shares time with KWLC).

KWLC Decorah, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Shares time with KDEC).

WKIP Poughkeepsie, N. Y.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make change in ant. system (increase height) and change ant.-trans. location.

WLSE Wallace, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTTF Tiffin, Ohio—Cp to increase power from 1 kw to 5 kw and install new trans.

WLAN Lancaster, Pa.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-ND.

WDYL Ashland, Va.—Mod. of cp to change frequency from 1430 kc to 1540 kc, change power from 1 kw to 10 kw, (1 kw during critical hours) change type trans. and make changes in ant. (decrease height).

WKBA Vinton, Va.—Mod. of cp to increase power from 1 kw to 10 kw, change type trans. and install DA system daytime.

KGA Spokane, Wash.—License to operate KGA Spokane, Wash. on 1510 kc, power of 50 kw, unl hours of operation and employing DA-N; filed by Bankers Life Casualty Co.

CALL LETTERS ASSIGNED

KFIF Tucson, Ariz.—Southwest Bcstg. Co., changed from KSWC.
KZOT Marianna, Ark.—Lee Bcstg. Inc.
KKCN Ukiah, Calif.—Ukiah Radio.
KALN Iola, Kan.—Iola Bcstg. Co.
WYGO Corbin, Ky.—Tri-County Bcstg. Co.
KHAL Homer, La.—Claiborne Bcstg. Corp., changed from KVHL.
KJCF Festus, Mo.—Donald M. Donze.
WMCR Oneida, N. Y.—Madison County Bcstg. Corp., changed from WONG.
WLNC Laurinburg, N. C.—George W. Phillips.
WPTI Cookeville, Tenn.—Cookeville Bcstg. Corp.
KTON Belton, Tex.—Belton Bcstrs. Inc.
KODA Houston, Tex.—Taft Bcstg. Co.
KIKK Pasadena, Tex.—Industrial Bcstg. Co., changed from KRCT.
KATQ Texarkana, Tex.—Floyd Bell.

New fm stations

APPLICATION

Honolulu, Hawaii—William E. Neumann. 94.7 mc, 16.8 kw. Ant. height above average terrain minus 163 ft. P.O. address 2410 Chuckanut Drive, Bellingham, Wash. Estimated construction cost $19,000, first year operating cost $11,640, revenue $14,000. Principals: **William E. Neumann,** sole owner, is chief engineer of stations owned by International Good Music Inc. Ann. May 8.

CALL LETTERS ASSIGNED

KHOM (FM) Turlock, Calif.—House of Music.
WMUK (FM) Kalamazoo, Mich.—Western Michigan University, changed from WMCR.
WDIF FM) Buffalo, N. Y.—WDIF Corp.
KROW (FM) Dallas, Tex.—McLendon Corp., changed from KOST.
KOST (FM) Houston, Tex.—McLendon Corp., changed from KROW.

Hearing cases

FINAL DECISIONS

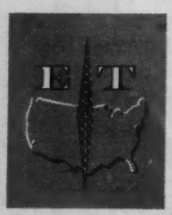
■ Commission gives notice that March 14 initial decision which looked toward granting application of Radio Georgia for new am station to operate on 1590 kc, 500 w, D, in Thomaston, Ga. became effective May 3 pursuant to sect. 1.153 of rules. Ann. May 4.

■ Commission gives notice that March 14 initial decision which looked toward (1) granting applications of Mitchell Melof for new am station to operate on 1550 kc, 10 kw, D, in Smyrna, Ga., John M. McLendon, tr/as Radio Mississippi, for new station on 1550 kc, 10 kw-N, 50 kw-LS, DA-2, in Jackson, Miss., engineering conditions and program tests not to be authorized until permittee has shown that McLendon has divested himself of all interest in, and severed all connection with station WOKJ Jackson, James A. Noe for new station on 1550 kc, 5 kw, D, in Baton Rouge, La., Springhill Bcstg. Inc., for new station on 1550 kc, 50 kw, DA, D, in Mobile, Ala., and Northwest Mississippi Bcstg. Co. for new station on 1550 kc, 5 kw, D, in Senatobia, Miss.; and (2) denying applications of Cosmopolitan Bcstg. Co. for new stations on 1550 kc, 10 kw, D, in New Orleans, La. and Memphis, Tenn., and College Park Bcstg. Inc., to change facilities of station WEAD (formerly WCPK) College Park, Ga., from 1570 kc, 1 kw, D, to 1550 kc, 5 kw, D became effective May 3 pursuant to sect. 1.153 of rules. Ann. May 4.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Nassau Bcstg. Co. for new am station to operate on 1350 kc, 5 kw, DA-2, unl., in Princeton, N. J., and denying applications of Greater Princeton Bcstg. Co., and

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

New Jersey Bcstg. Co., seeking same facilities and Norwalk Bcstg. Inc., to change facilities of station WNLK Norwalk, Conn., on 1350 kc from 500 w, D, to 500 w-N, 1 kw-LS, DA-N. Action May 9.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Bureau Bcstg. Co. for new am station to operate on 1490 kc, 100 w, unl., in Princeton, Ill., and Village Bcstg. Co. (WOPA) Oak Park, Ill., Burlington Bcstg. Co. (KBUR) Burlington, Iowa, and Northwestern Publishing Co. (WDAN) Danville, Ill., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class iv stations in event they are subsequently authorized to increase power to 1 kw. Action May 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau for review of hearing examiner's order continuing commencement of hearing in Kingstree, S. C., from May 9 to May 31 in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, and for license to cover cp. Action May 5.

■ Commission gives notice that March 15 initial decision which looked toward granting application of Robert L. Lippert for new am station to operate on 1550 kc, 500 w, D, in Fresno, Calif., became effective May 4 pursuant to Sect. 1.153 of rules. Action May 4.

■ By letter, commission denied request by Capitol Bcstg. Corp. for waivers of sects. 3.66 and 3.93(a) of rules to permit operation of station WCAW Charleston, W. V., by remote control and without first-class operator in charge while operating with a directional array. Comr. Cross dissented. Action May 3.

■ By memorandum opinion and order, the commission denied petition by Northfield Bcstg. Co. Northfield, Minn., for reconsideration of Feb. 23 grant without hearing of application by Midwest Bcstg. Corp. (KDMA) Montevideo, Minn., to change from DA-1 to DA-N, continued operation on 1460 kc, 1 kw, unl. Action May 3.

Routine roundup

BROADCAST ACTIONS
By Broadcast Bureau

Action of May 5

KD-3320, KIM-698 Guntersville, Ala. — Granted renewal of licenses for remote pickup stations.

Actions of May 4

Granted cps for following new vhf tv translator stations: Lake Television Assn. Bayfield, Colo., on ch. 10 to translate programs of KOB-TV (ch. 4) Albuquerque, N. Mex.; condition; Knik TV Club, Palmer, Alaska, on ch. 3 to translate programs of KTVA-TV (ch. 11) Anchorage, Alaska; Pelton Telecasters, Madras, Ore., on ch. 4 to translate programs of KGW-TV (ch. 8) Portland, Ore.; Loma TV Club, Loma, Mont., on ch. 11 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; Newcastle TV Assn., Inc. Newcastle, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D., 9 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and 7 to translate programs of KDUH-TV (ch. 4) Hay Springs, Neb.; W. N. F. TV Sterling, Colo., on ch. 13 to translate programs of KOA-TV (ch. 4) Denver, Colo.; WNF TV Jacinto, Nebr., on ch. 3 to translate programs of KOA-TV (ch. 4) Denver, Colo.; Gardiner Community TV Assn., Gardiner, Mont., on ch. 13 to translate programs of KXLF-TV (ch. 4) Butte, Mont., and 11 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; Riggins TV Assn. Riggins, Idaho, on ch. 12 to translate programs of KLEW-TV (ch. 3) Lewiston, Idaho; Star Valley TV System Inc., Afton, Wyo., on ch. 7 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition.

Actions of May 2

■ Waived Sect. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater stations: City of Milford, chs. 12, 8, and 10 Milford, Utah (KSL-TV, ch. 5, KUTV, ch. 2, KCPX-TV, ch. 4, all Salt Lake City, Utah).

Actions of May 8

KTCS Fort Smith, Ark.—Granted assignment of cp to B. M. Salyer Jr., et al., d/b as KTCS Radio Co.

■ Granted licenses for following fm stations: KLYN-FM Lynden, Wash., KDVR (FM) Sioux City, Iowa; WFMD-FM Frederick, Md., and specify studio location as Catoctin Mountain, 7.5 miles northwest of Frederick, Md. (same as trans.), and delete remote control operation.

WHLM Bloomsburg, Pa.—Granted license covering increase in power, changes in daytime DA system and change in nighttime DA pattern; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sect. 317 of the Communications Act. Action May 8.

WNOW York, Pa.—Granted license covering installation of alternate main trans. for daytime operation.

KOSY Texarkana, Ark.—Granted mod. of license to change name to Gateway Bcstg. Co. Action May 8.

WRAC Racine, Wis.—Granted cp to replace expired permit which authorized change of ant.-trans. and studio location, ant. and ground systems, type trans.; remote control permitted. Action May 8.

WPRT Prestonburg, Ky.—Granted cp to replace expired permit which authorized increase in power, change ant.-trans. and studio location, install DA-D, and make changes in ground sytsem and install new trans. Action May 8.

WYLD New Orleans, La.—Granted cp to replace expired permit which authorized changes in ant.-trans. location, change in nighttime DA system and ground system, change type trans.; remote control permitted daytime only. Action May 8.

KPSR (FM) Palm Springs, Calif.—Granted extension of authority to remain silent for period ending July 15. Action May 8.

■ Following stations were granted extensions of completion dates as shown: KOL-FM Seattle, Wash. to June 8; WAJC (FM) Indianapolis, Ind., to August 14; KSTN-FM Stockton, Calif. to June 8; WGGC (FM) Glasgow, Ky., to June 8; KPOL-FM Los Angeles, Calif., to July 31; WJBL Holland, Mich., to June 8; WBHM Birmingham, Ala., to November 7; KBER San Antonio, Tex., to September 7; WORT New Smyrna Beach, Fla., to September 1; WAVO Decatur, Ga., to June 8; KAGI Grants Pass, Ore., to August 20.

WMGW-AM-FM Meadville, Pa.—Granted change of remote control authority. Action May 5.

KATN Boise, Idaho—Remote control permitted. Action May 4.

WNPS New Orleans, La.—Granted change of remote control authority. Action May 4.

Actions of May 3

WMMW Meriden, Conn.—Remote control permitted. Action May 3.

KRAE Cheyenne, Wyo.—Remote control permitted. Action May 3.

WHCT (TV) Hartford, Conn.—Granted mod. of license to change name to RKO Phonevision Co. Action May 9.

KJH-44-7 Wilmington, N. C.—Granted cps for new tv inter-city relay station; and tv STL stations. Action May 9.

WTAL Tallahassee, Fla.—Granted cp to change ant.-trans. location; conditions. Action May 9.

WMTV (TV) Madison, Wis.—Granted cp to install aux. ant. at main trans. site. Action May 9.

WHAP Hopewell, Va.—Granted mod. of cp to change type trans. Action May 9.

WEPM Martinsburg, W. Va.—Granted mod. of cp to change type trans. for day and night use (one main trans). Action May 9.

KIX-40-42, KIS-78, KJB-89, KIY-95 Wilmington, N. C.—Granted mod. of cps to change frequency to 1990-2008 mc; emission; receiving point and direction of radiation (BMPTS-245, 247); change receiving point and direction of radiation; change class of station to a tv STL station; emission; frequency to 2042-2059 mc; and direction of radiation and receiving point; change frequency to 1990-2008 mc; emission; and type trans. Action May 9.

■ Following stations were granted extensions of completion dates as shown: KBMT (TV) Beaumont, Tex. to July 10; KVLS (TV) Flagstaff, Ariz. to November 8; KLRN (*TV) San Antonio, Tex. to November 28.

KHFR (FM) Monterey, Calif.—Granted mod. of cp to increase ERP to 18 kw; ant. height to 2,570 ft.; specify studio location; change ant.; ant. system; remote control permitted. Action May 4.

KXTV (TV) Sacramento, Calif.—Granted mod. of cp to change ERP to vis. 309 kw; aur. to 155 kw; type ant. and make changes in ant. system. Action May 4.

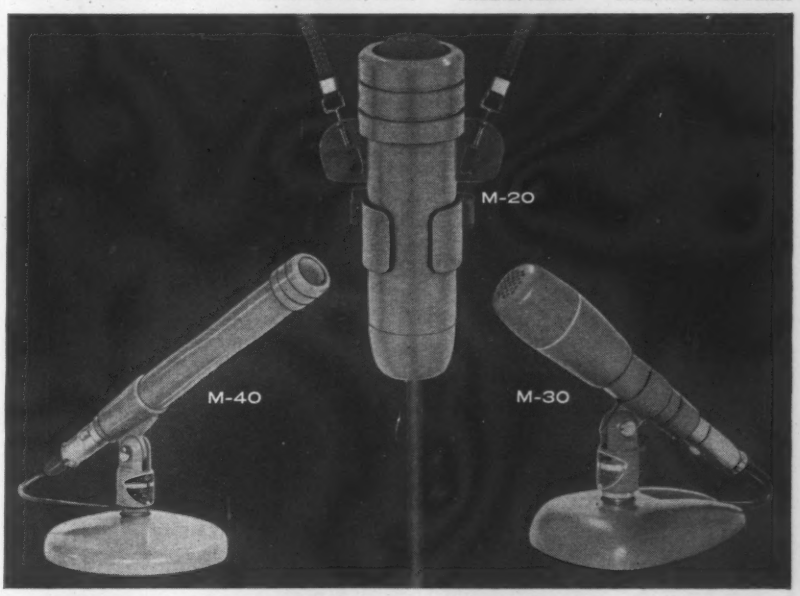
WGNI Wilmington, N. C.—Granted mod. of cp to change type trans. Action May 4.

■ Following stations were granted extensions of completion dates as shown: WSRW,

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

WSRW-FM Hillsboro, Ohio to Nov. 1; WRAN Dover, N. J. to Oct. 20. Ann. May 5.

KPSD Amarillo, Tex.—Granted extension of authority through Aug. 1 to remain silent. Action May 3.

WIEL Elizabethtown, Ky.—Granted involuntary assignment of license to Charles L. Owen, et al, d/b under same name. Action May 4.

KXMB-TV Bismarck, N. Dak.—Granted assignment of license to KXMB-TV Inc. Action May 4.

WBET, WBET-FM Brockton, Mass. — Granted relinquishment of positive control by Home National Bank of Brockton and Louise P. Sampson, executors of estate of Charles L. Fuller and Home National Bank of Brockton, trustees of Alice M. Dunbar Trust Agreement through distribution of shares of stock from Charles L. Fuller estate to Charles A. and Albert W. Fuller. Action May. 4.

KOGO San Diego, Calif.—Granted cp to install new auxiliary trans., remote control permitted. Action May 4.

KXRJ Russellville, Ark.—Granted mod. of license to change name to The Valley Bcstrs. Action May 4.

WLBN Lebanon, Ky.—Granted involuntary assignment of license to Charles L. Owen, et al, d/b under same name. Action May 4.

WMLF Pineville, Ky.—Granted cp to change ant.-trans. and studio location. Action May 4.

WVAM-FM Altoona, Pa.—Granted cp to install new transmission line. Action May 4.

KITY (FM) San Antonio, Tex.—Granted cp to change ERP to 19 kw; ant. height to 390 ft.; install new ant. and make changes in ant. system. Action May 4.

KLIR Denver, Colo.—Granted cp to install auxiliary trans. (present location of main trans.). Action May 4.

WOL-FM Washington, D. C.—Granted cp to install new ant. Action May 4.

WMAL Washington, D. C.—Granted cp to install new trans. Action May 4.

WOL Washington, D. C.—Granted cp to install new trans. Action May 4.

KBLF Red Bluff, Calif.—Granted cp to change ant.-trans. location; make changes in ground system; install new trans.; change studio location; and specify remote control point. Action May 4.

WNBH New Bedford, Mass.—Granted cp to install old main trans. as auxiliary trans. at present aux. trans. site. Action May 4.

WHIO-FM Dayton, Ohio—Granted cp to increase ERP to 50 kw. Action May 4.

WFID-FM Rio Piedras, P. R.—Granted cp to make changes in ant. system (increase height). Action May 4.

WFAH-FM Alliance, Ohio—Granted mod. of cp to decrease ERP to 27 kw; change ant. and trans. Action May 4.

WNNJ-FM Newton, N. J.—Granted mod. of cp to change type trans.; type ant.; increase ERP to 2.85 kw; decrease ant. height to 140 ft. Action May 4.

WQMS (FM) Ha ilton, Ohio—Granted mod. of cp to change type trans. Action May 4.

KBET Reno, Nev.—Granted mod. of cp to change type trans. Action May 4.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau, with certain exceptions, and corrected in various respects the transcript of oral argument in proceeding on applications of Alkima Bcstg. Co., for new am station in West Chester, Pa. Action May 3.

By Commissioner Robert T. Bartley

■ Granted petition by Sands Bcstg. Corp. and extended to May 18 time to file replies of all parties to petitions by Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp. to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 5.

■ Granted petition by Broadcast Bureau and extended to May 9 time to respond to petition by Tedesco Inc., for rehearing in proceeding on application of Hennepin Bcstg. Associates for am facilities in Minneapolis, Minn. Action May 5.

■ Granted petition by WPET Inc. (WPET) Greensboro, N. C., and extended to May 19 time to file exceptions to initial decision in proceeding on its am application. Action May 4.

■ Granted petition by Tropical Telecasting Corp., and extended to May 15 time to reply to opposition to petitions by South Texas Telecasting Inc., to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 4.

■ Granted petition by WTSP-TV Inc., and extended to June 9 time to file reply brief to exceptions in Largo, Fla., tv ch. 10 proceeding. Action May 4.

■ Granted petition by Broadcast Bureau and extended to May 16 time to file exceptions to initial decision in proceeding on applications of Washington State University for renewal of license of station KWSC (& aux.) and for modification of license of station KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Washington, for renewal of license of station KTW Seattle. Action May 4.

■ In view of April 25 ruling of presiding Hearing Examiner, as corrected by May 2 order, denying for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md., dismissed as moot applicants petition for dismissal of their application. Action May 2.

■ Granted petition by Rollins Bcstg. Inc., and extended to May 15 time to file replies to exceptions and supporting brief and oppositions to reopen record filed by Des Plains-Arlington Bcstg. Co., in proceeding on its application for new am station in Des Plains, Ill., et al. Action May 2.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 20 and prehearing conference for 9 a.m., June 1, in proceeding on applications of James V. Perry and Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action May 9.

■ Scheduled hearing for July 20, and prehearing conference for 9 a.m., June 1, in proceeding on application of Robert E. and Marcella Podesta for fm facilities in Santa Clara, Calif. Action May 9.

■ Scheduled hearing for July 20, and prehearing conference for 9 a.m., June 1, in proceeding on application of Y T Corp., for fm facilities in Palo Alto, Calif. Action May 9.

■ Granted request by KSUM Bcstg. Co. (KSUM) Fairmont, Minn., to extent that it involves dismissal of its am application but dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action May 4.

■ In view of April 25 ruling of presiding hearing examiner, as corrected by May 2 order, denying for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md., dismissed as moot applicants petition for dismissal of their application. Action May 2.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended to May 8 time to respond to petition to enlarge issues in proceeding on applications of Vernon E. Pressley for am facilities in Canton, N. C. Action May 5.

■ Granted motion by Palmetto Bcstg. Co., and continued to May 31 hearing now scheduled for 10 a.m., May 9, in Kingstree, S. C., in proceeding on its applications for renewal of license of station WDKD Kingstree, and for license to cover cp. Action May 5.

■ Granted as of May 1 petition by Broadcast Bureau, and extended from May 1 to May 10 time to file proposed findings in proceeding on am applications of "Jet" Bcstg. Co. Inc. (WJET) Erie, Pa., et al. Action May 2.

By Hearing Examiner Asher H. Ende

■ Granted motion by Olean Bcstg. Corp., and continued until further order dates (a) for exchange of exhibits now specified as May 5; (b) for notification of witnesses now specified as May 12, and (c) May 23 hearing in proceeding on its application and that of WIRY Inc., for am facilities in Plattsburg and Lake Placid, N. Y. Action May 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Willamette-Land Tv Inc., and extended from May 2 to May 16 date for exchange of exhibits, May 16 to May 31 date for notification of witnesses for cross-examination and from May 23 to June 5 for hearing in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action May 3.

■ Granted petition by Broadcast Bureau and continued from May 4 to May 15 time to file Bureau's findings in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co., for am facilities in Tiffin and Norwalk, Ohio. Action May 2.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreement of parties at May 3 hearing, scheduled hearing conference for May 24 in proceeding on applications of Blue Island Community Bcstg. Inc., for fm facilities in Blue Island, Ill. Action May 4.

■ Closed record and scheduled May 26 and June 7 time to file proposed findings and replies in proceeding on application of Valley Bcstrs. for am facilities in Espanola, N. Mex. Action May 4.

By Hearing Examiner Annie Neal Huntting

■ Upon informal agreement of parties, scheduled hearing for June 21 in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc., for am facilities in Hartford and West Hartford, Conn. Action May 2.

■ Granted petition by Broadcast Bureau and extended from May 1 to May 8 time to file proposed findings, on own motion extended from May 11 to May 18 time to file replies in proceeding on application of James J. Williams for am facilities in Williamsburg, Va. Action May 2.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for June 8 in proceeding on am applications of Gordon A. Rogers and Triple G Bcstg. Co. (KWAY) Vancouver, Wash. Action May 4.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for 9:15 a.m., May 25 in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action May 4.

By Hearing Examiner Jay A. Kyle

■ Pursuant to May 5 prehearing conference, scheduled further prehearing confer-

Continued on page 125

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PRECISION FREQUENCY MEASUREMENTS
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To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Manager for medium to small market with heavy emphasis on sales. Box 238F, BROADCASTING.

Sales manager for metropolitan market. Personal sales success essential. Box 239F, BROADCASTING.

Wanted, station manager for 250 fulltime for south Texas town of over ten thousand. Salary plus percentage. First license beneficial. Box 247F, BROADCASTING.

Eastern sales manager for Commercial Recording Corporation. Excellent immediate opening for man with thorough knowledge of radio and advertising agency operation to open New York office for expanding progressive recording corporation. Will travel eastern area. This man is presently engaged in radio sales in New York City. Automobile furnished. Substantial draw. Right man will earn in excess of $20,000 first year. Contact Dick Morrison, Circle 6-0695, N.Y.C. May 11 through May 16.

Experienced manager capable of organizing new 500 WD station in central North Dakota's most progressive city. Send resume etc. to Judson D. Tracy, Pres., Central Broadcasting Co., Carrington, N. Dak.

Sales

Salesman—Southwest, medium market. Excellent opportunity with aggressive station. Established accounts. Box 197F, BROADCASTING.

Opportunity for national sales manager top rated station midwest medium market. Send full resume, sales record, to Box 199F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 274F, BROADCASTING.

East Tenn. daytimer needs young, aggressive experienced small market salesman for sales manager in single station market. Opportunity to settle down in small college town. Salary, commission, multiple station ownership. Box 310F, BROADCASTING.

Experienced salesman. Draw $150 per week. Plenty of opportunity to go up with expanding chain, New England. Rush details. Box 345F, BROADCASTING.

Salesman: Excellent opportunity with aggressive station for experienced man. Call or write Mr. Gene Steinhorst, Sales Manager, WGEZ, Beloit, Wisconsin.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Announcer—DJ with good commercial delivery. Educated, reliable, industrious. Production station, medium market. Resume and tape. Box 198F, BROADCASTING.

Negro dj. Strong, experienced air personality for major midwest market. Tape and resume. Box 243F, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 277F, BROADCASTING.

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Auditioning now for Fall opening upstate New York for experienced, compatable personality. Versatility, reliability, showmanship required. Opportunities rewarding. Personal interview after tape, photo, resume salary requirements. Box 341F, BROADCASTING.

Wanted—experienced morning dj. Also experienced salesman. Good pay for qualified persons. Apply to Box 192, Urbana, Illinois.

Experienced announcer with 1st class ticket for 1 kw daytime station. This is a new "good music" station with outstanding potential. Send details with minimum salary requirements to Box 693, Atlanta 20, Georgia.

California (Central Valley) indie wants newscaster-sportscaster (must gather, write). Planned salary increases. Tape, resume to Box 1312, Porterville.

Wanted, experienced announcer-salesman. Hard worker can make $600-$700 a month. Must be family man. Personal interview required. K-GRL, Bend, Oregon.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Florida daytimer needs announcer immediately. Adult music station, no screamer. Send resume, tape, recent photo, and salary requirements, to WFTW, Box 10, Ft. Walton Beach, Florida.

Opening for staff announcer. Must be good at news, doing national news and commercials and must be interested in adult music. No dj's need apply. Starting salary from $85 a week depending upon background and experience. Must have details of experience, present salary, availability. Prefer personal interview but must have tape. Apply WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15, Mass.

Staff announcer, must be able to run board and do a good air job. Send tape, picture and background plus salary wanted to Manager, WMOK, Metropolis, Illinois.

Help Wanted—(Cont'd)

Announcers

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS Lehighton, Pennsylvania.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Chief engineer for top flight am-fm operation in large market. Must be experienced with directional antenna, have good electrical education and ability to handle men. Box 188F, BROADCASTING.

Engineer-newsman—1st class ticket—maintenance not required. Get local news, write it, and announce it. Prefer man with ability to run department with full authority and responsibility. Write Box 323F, BROADCASTING.

Chief engineer/announcer, first class ticket, quality voice for 5000 watt quality operation in sunny Florida. Position available immediately. Box 214F, BROADCASTING.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Immediate opening for local news editor and news director. Must gather, write, edit, produce and announce local news broadcasts. This is not a 40-hour a week job. Will only hire on basis of personal interview or tape. Maximum starting salary $110 to $115 a week. 1000 watt daytime station going 5000 watt immediately. Write WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Copywriter . . . At once! Experienced only. Top pay for right person. Send resume, background, samples. Paul Parker, WLAS, Jacksonville, N. C.

RADIO

Situations Wanted—Management

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Looking for a general manager-salesman-announcer-copywriter all in one. I'm your man. Northeast. Box 333F, BROADCASTING.

Manager or sales manager (and combination)—Highly qualified. Young, experienced, integrity. Small family. Desire medium to large market. West coast, and western states reply only. Box 338F, BROADCASTING.

Small market manager. Experienced all phases announcing. Civic minded. Top references. Will consider #2 spot. Tv experience, announcing, directing. Available immediately. Warren Hewitt, Beardstown, Illinois.

Sales

Excellent references to back up mature, married, experienced, radio-television June graduate seeking sales position. Will consider announcing-sales. Box 280F, BROADCASTING.

Announcers

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Quality announcer-dj—strong news, experienced, college grad, young, ambitious, sincere. Box 240F, BROADCASTING.

Serious or good music stations: 7 years experience pd-announcer-news. Excellent references. Locate New England. Tape-resume. Box 244F, BROADCASTING.

Experienced announcer- dj with 1st phone desires to relocate. Young family man, dependable; tight production, programming experience. No maintenance. Box 268F, BROADCASTING.

Fast paced, bright, mature announcer. 5 years experience: Top 40, good music, news, fm. Tight board good production. Prefer adult programming station in midwest. Tape and resume on request. Box 278F, BROADCASTING.

Announcer-dj, experienced. Presently doing morning show in 9 station market. Can run tight board. Married, age 24, draft free. Box 281F, BROADCASTING.

Direct from the top station in top chain, an audience building top 40 personality dj is available. Box 283F, BROADCASTING.

Qualifications: 4 years, dj in southern market serving over one million, number one rated show; veteran; college; married; presently employed by a northern market over 100,000. Reason for leaving seeking greener pastures where personality will not be subjugated by managements policy. All offers considered, tape, resume, on request. Box 284F, BROADCASTING.

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extraordinary potential, comic bonus, "top 40," anywhere. Box 285F, BROADCASTING.

Versatile announcer. Mature, experienced. Two years college. Excellent music man. Box 287F, BROADCASTING.

Experienced first phone dj bright, fast paced, personality, tight production. Box 289F, BROADCASTING.

Texas preferred. Experienced announcer-dj. 1st phone, family man. Perhaps all-night major. Box 269F, BROADCASTING.

Newsman-dj. 2 years experience. Tight production. Not a floater. Box 297F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer—Show business background. Performer, promotion, management. Slight air and tv experience. Quick wit, ad lib humor, no hysteria. Good on news and commercials. Comparable with the best. Community minded. Up on current events. Money secondary. Also like selling. Tape, photo, references available. Box 294F, BROADCASTING.

Personality dj. First phone license. Sober, family man. Top audience rating. Experienced c&w and pop. Also as farm director, news editing and newscasting, sales, commercials. Prefer board shift with c&w record show. Box 303F, BROADCASTING.

Experienced 1st phone straight announcer . . . daytime only . . . Family, prefer Texas-Oklahoma. $100. Box 309F, BROADCASTING.

Young married dj with 1½ years diversified experience desires to re-locate with modern format station in medium market. Box 312F, BROADCASTING.

Sports director, nine years experience play-by-play, finest references. Box 313F, BROADCASTING.

Attention top 40's. Experienced young dj with personality plus ideas desires move up. Box 315F, BROADCASTING.

Light experienced 1st phone, announcing for quality fm type programming. Box 317F, BROADCASTING.

Major markets-personality, 6 years experience, now p.d. in metropolitan area, desires middle of road music station! Box 320F, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Best references. Box 321F, BROADCASTING.

Top flight sportscaster, looking for station of same caliber. Interested in station that offers sports fans as much local sports as they want. If you're that station, contact immediately. Box 322F, BROADCASTING.

Modern deejay or program director. PD now. You needum help? Me chief/brave type, gottum lost experience . . . stuff on ball. Our station number one. Gottum nice squaw . . . 2 papooses. Wantum continue on big-type range . . . You wantum your smoke signal number one . . . You pay good wampum . . . We pow-wow O.K.? Box 325F, BROADCASTING.

Mature announcer, experienced all phases radio and television. California preferred. Box 326F, BROADCASTING.

College and announcing school grad, 26, seeking first job in radio. Serious and responsible. Will also consider summer position. Box 329F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C.—Newsman, dj seeks permanent position. 2 years experience. Tight production. Bright. NYC. phone BU 4-8737. Box 331F, BROADCASTING.

Announcer, dj, experience, married. Bright sound and tight production. Play all kind of music. Box 332F, BROADCASTING.

Experienced announcer, news man, runs own board, adult programming, will learn sales your way. Box 334F, BROADCASTING.

Disc jockey, announcer; experienced; bright sound; tight production technique; personality; not a floater. Box 335F, BROADCASTING.

Young announcer wants start in radio . . . 3 years television background, now want to break into radio announcing. Versatile, ambitious, confident, ready to work. All types of music. Immediate availability. Tape and photo also available. Box 337F, BROADCASTING.

Young, aggressive negro dj, school grad. 1 year experience. Will travel. Box 339F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Negro announcer-personality. Two hundred mile radius of Philadelphia. Have gimmic, married, and need a break. Box 340F, BROADCASTING.

Summer only: Experience since age 12. Strong remotes. UPI correspondent with major story in central New York last summer. Good adult music. Daylight preferred. Available June 5. $90.00. Box 343F, BROADCASTING.

Announcer five year experience, first class license desires to relocate. Prefer east. Box 344F, BROADCASTING.

I'm dull on r&r but have a passion for gospel and rhythm and blues. Fire, intelligence, and massive board experience. No sales. Box 346F, BROADCASTING.

Announcing—Desires immediate work. Announcing school graduate, with third class permit, desires work at a small 500 watt station. Has had experience at copywriting, along with board work. Seeks steady work with secure future. Handicapped person wishes to make a success of radio. News experience. Contact Jim Bye, at OXford 3-6478, or write P.O. Box 945, Litchfield, Minnesota.

Experienced 1st phone announcer desires to improve engineering. Available immediately—call C. F. at CH 6-3541, 507 Mills, Bainbridge, Georgia.

Housewive's deejay (teenagers like me, too). Mature, bright, friendly—project fine station image. Great on shopping center remotes, personals, record hops. 15 years experience. Promoter, idea man. No r&r junk music, no formats and screaming. Experienced tv, too. No drink, no payola background. Personal interviews with metropolitan stations only. Don't answer if your budget provides only for hiring of 21 year old announcer types. TUexdo 6-1421. Tommy Edwards, Box 7297, Cleveland 29, Ohio.

Top-rated personality, formerly with No. 1 station in 400,000 east coast market. Recently completed teaching assignment with broadcasting school. Available for right opportunity in medium-large market. Jerry Gillies, 2712 Knorr Street, Philadelphia 49, Pa., MA 4-1071.

Family man wants permanent position immediately. Nine years experience with news, programming combo, play-by-play. Thomas Gooding, 7308 East Minnezona, Scottsdale, Arizona, WHitney 6-9155. Resume, references on request.

First phone, will announce. Board practice while engineer at 5 kw station. Year college, age 19. Will send tape. Ray Hettinger, 1274 Holbrook, San Antonio, Texas.

Morning-afternoon dj . . . all-around radio man available now! Outstanding qualifications and fine references. Write Dick Richy, Apt. #7, 214 Blue Ridge Ave., Front Royal, Virginia or call collect MElrose 5-4803.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Columbia College graduate desires announcing job. Sound commercial background. Will locate anywhere where potential exists. Tape available. Bill Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Technical

Chief engineer, am or fm. Licensed 15 years. Experienced. Now available. Box 298F, BROADCASTING.

Chief engineer . . . experienced all phases: administrative, construction, maintenance, measurements, proofs. Now employed, seek better oportunity. Box 307F, BROADCASTING.

Technical school graduate first phone, married, desires permanent position with future, prefer northeast. Box 316F, BROADCASTING.

Chief engineer-announcer, three years experience. 4405 Antha, Houston, Texas.

Situations Wanted (Cont'd)

Technical

Young man w/1st phone seeks responsible position. 25, married, RCA grad, ham, some college and 2 years electronic technician. Richard Aronson, 21 W. Union St., Wilkes-Barre, Pa. VA 4-8674.

First phone. Some experience. Any location. William Baldwin, Rt. 1, Box 257, Palatka, Florida. Phone EAst 5-7049.

Production—Programming, Others

Award-winning news director wants to relocate in a major market. 14 years experience. Box 207F, BROADCASTING.

June graduate in agricultural journalism, with two years radio-television experience, seeking position in farm and news broadcasting. Box 288F, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, Others

Details, details, details! Every smooth operation needs one man to pick up loose ends—production, copy, traffic, music, news, and sports. Prefer behind-the-scenes action in metropolitan market, but will shine on mike if necessary. My aim-administration. So, you current administrators, get the details on this detail man. Box 292F, BROADCASTING.

Serious minded, award winning news director, farm background, family man, 8 years midwest radio experience, presently employed, seeks job with future. Box 305F, BROADCASTING.

Experienced, mature announcer, top forty, country programming. Southern California preferred. Box 327F, BROADCASTING.

Announcing school and college grad seeks start in radio news. Gathering, writing, broadcasting. Box 330F, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted (Cont'd)

Production—Programming, Others

Newsman seeking sound metropolitan station. 7 years in radio and journalism. All phases of reporting. Give complete description of job and staff. Available immediately. Box 336F, BROADCASTING.

News director: 10 years experience. Accurate, straight forward coverage only. Gather, write, air. Award winner. Top references. John Scott, KPEL, Box 3120, Lafayette, Louisiana.

Whole staff available, collectively, individually. Victims mismanagement, misappropriation, complete disillusionment characteristic Florida markets. Current remuneration rubber checks, confederate dollars. Thoroughly experienced. Sales-production-announcing-copy. Top-pop format a must. Make offer. Phone, write wire—Jerry Spinn, Box 211, Ft. Pierce, Fla. HOward 1-2264.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Technical

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

We need an experienced man for general maintenance—channel 11 RCA transmitter, studio camera, control room, projection room, and microwave links. You will have help and supervision and will be oriented in the job but will not be trained. No watches. Asst. chief for the right man. $125.00 per week. Also control room operator, 1st phone, no experience, $86.42, 44 hours. R. W. Caughey, WINK-TV, Fort Myers, Florida. Phone EDison 4-1131.

Experienced studio or maintenance technician for permanent position. Scale to $148 per week. Send name, references to: Chief Engineer, WTTW, Box 1100, Chicago.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

TELEVISION

Situations Wanted—Sales

Sales-minded executive producer-director desires creative sales situation with progressive television station. 10 years major market. Box 266F, BROADCASTING.

Announcers

Mature announcer, many years major television market. Southern California preferred. Box 328F, BROADCASTING.

Technical

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

Licensed tv engineer 5 years experience all phases of studio operation and some maintenance, including vtr and microwave. Box 286F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Engineer, highly qualified am-tv all phases including construction. Last twelve years chief. Family, stable, prefer Florida or general southeast area, large market or well equipped small market. Resume. Box 299F, BROADCASTING.

Ham operator wants start, television or radio. Good voice, some film experience. No first phone. Summer replacement? Fine! Box 319F, BROADCASTING.

Family man. 37, first phone. Presently employed in one man operation of uhf educational television station. Desires job with opportunity. Television or radio. Willing to work into combo. Available after June 1st. Contact Charles R. Deason, 907 Denton Dr., Euless, Texas, phone BUtley 3-4377.

Production—Programming, Others

Editor-Been away, want back. Radio or tv, news or sports. Gather, write, edit, some photography. Journalism graduate, limited experience. Prefer far west. Employed, available July 1. Box 202F, BROADCASTING.

News director. On-camera, legislature, special events, SOF, 12 years. Box 295F, BROADCASTING.

I prefer to do: Extemporaneous daytime tv shows. (Guaranteed to swamp your competitor.) I am willing to do: 1. Sales promotion and local tv sales management. 2. Tv public service interview and film shows. Tv editorials—Written and delivered. 4. Newspaper column—where tv affiliated or conjunctive. 5. Cartoons for tv or publication. 6. Children's shows—Telling and illustrating stories. 7. MC and studio direction of comedy and variety shows—also singing, dancing and acting. 8. Public relations appearances. Most of these are done in a thought provoking presentation and a suspenseful manner—designed to attract attention—with a highly identifiable (southern accent) voice, individualized style and appeal. Interested parties address correspondence to: Peabody Hunter. Box 270F, BROADCASTING.

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television; 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F, BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F, BROADCASTING.

Teacher for educational tv. Worked in commercial advertising/tv. Have MS. Box 342F, BROADCASTING.

Film editor with over 4 years experience desires job in the southeast with possibility of working into some other phase of business. I have two years of college. P.O. Box 3026, Columbia, S. C.

FOR SALE

Equipment

GE 3 kw fm transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition. Amplifier ready to go at 1500 watts. Simple conversion to full 3 kw. Can be multiplexed. Complete for $1500.00. Box 230F, BROADCASTING.

General Radio 1606A bridge $400. RCA WX2D field instensity meter $500. Both excellent condition. Box 279F, BROADCASTING.

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Recording studio, fully equipped and with good clientele. Includes a good home, partly furnished. Details upon request. Box 2505, Lakeland, Florida.

Thinking about automation? . . . We have the unit for you . . . Seaburg selecto-matic model 200LU-1 in good shape . . . $250. Contact W. Watt, KOFE, Pullman, Washington.

REL model 694 STL, tuned to 944.5 mc. Includes two 6' dishes. WIBA, Madison, Wisconsin.

Rust remote control R1-108, Presto disk cutter, limiter, mike boom stand 8 ft. ext. Best offer buys. WKXL, Concord, New Hampshire.

Two used Scully lathes with new feed screws and fingers excellent shape with four RCA cutter heads, two Altec amps., one spare motor, spare set belts. Will take best offer. Will supply photos on request. Audio Acoustics, P.O. Box 444, Arlington, Texas.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

Will accept best offer for one 600 ft. and two 175 ft. guyed towers, standing. Immediate removal of towers and foundations required. Write Paul Cram, 1028 Stumpf Blvd., Gretna, Louisiana or call New Orleans, FOrest 1-2224.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Power supplies, RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced broadcaster, with adequate finances and fine record in community service, wishes to buy single-market daytime station or other small operation. Reply to Box 267F, BROADCASTING.

Young station manager desires lease. Small or medium market. Possible option. Prefer Florida. Box 314F, BROADCASTING.

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Equipment

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Used vhf transmitter 12½ or 25 kw, and associated equipment. Must be in A-1 condition. Specify channel of transmitter. Box 293F, BROADCASTING.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

WANTED TO BUY

Equipment—(Cont'd)

Need G. R. Bridge 916 or 610, RCA-Clark field strength unit, B and W or Hewlett Packard audio oscillator and noise and distortion meter. Communications Service, Inc., 3209 Santon Street, Dallas, Texas.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

RADIO

Help Wanted—Sales

OPPORTUNITIES IN SALES

Multiple station operators need radio and tv salesmen immediately. Top pay for producers, plus an unequalled opportunity for management training, if you qualify. This is your chance to join one of the best-known and most highly respected organizations in broadcasting. If you are ready for the big time write details to:

Box 311F, BROADCASTING

Announcers

MIDWEST MAJOR

Modern station seeks bright-sounding announcer for personality operation. No news. Salary open but we expect to pay $7,000 or better. Send tape, resume.

Box 306F, BROADCASTING

RADIO

Situations Wanted—Management

BRAZIL

Eager young U. S. citizen with Brazilian family connection desires permanent assignment in Latin America. 11 years experience all phases radio except technical, including 9 years management and sales management. Helped build two tv stations. 2½ years newspaper writing and advertising. Languages need development. Will consider advertising agency, equipment product or service sales, new assignments or what have you. Full background bared. Best of references.

Box 308F, BROADCASTING

Situations Wanted (Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

DENVER'S #1 RATED RADIO PERSONALITY* "ROY THE BELL BOY"

Fourteen years experience. Bright, yet smooth delivery. Strong on commercials and tight production. Mature and steady. Excellent background and references. Only top stations will be considered. Write, wire or call:

* Hooper & Pulse

Roy W. Gunderson
5250 West 53rd Ave.
Box #6
Arvada, Colorado
Phone HArrison 4-7532

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

FOR SALE

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

Stations

AM & FM SINGLE

Outstanding single market in northeast. New equipment and desirable real estate. Station is in the black. Priced at a firm $75,000 with 29% down and a favorable payout. Present owners have other interests and want to dissolve working partnership.

Box 304F, BROADCASTING

GEORGIA FULLTIME

Located in Southeast Georgia. Ideal low cost set up for owner-Manager. Price $50,000.00. Terms available.

Box 282F, BROADCASTING

FOR SALE

Stations (Cont'd)

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000 —Terms.

HARRIS ELLSWORTH
Licensed Broker
P. O. Box 509 Roseberg, Ore.

Calif	single	daytimer	$ 75M	terms
N.Y.	single	fulltime	54M	29%
Wash	single	daytimer	50M	cash
Indiana	single	regional	125M	cash
N.C.	single	daytimer	138M	29% for 55%
Tenn	single	daytimer	65M	terms
Fla	medium	fulltime	175M	29%
Idaho	medium	daytimer	90M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485-000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,-000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000 —Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

CALIFORNIA. Daytime. Absentee owned. Doing $50,000 annually. Asking $100,000 29% down. Can be negotiated.
NORTHWEST. Daytimer. Gross $40,000. Good profit. Ideal man and wife operation. Asking $75,000 including real estate, car and other assets. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 118

ence for May 15, at 3 p.m., to include oral argument on petition by Mt. Holly-Burlington Bcstg. Co., for leave to amend its application for new am station in Mt. Holly, N. J., which is consolidated for hearing with applications of Burlington Bcstg. Co., and Burlington County Bcstg. Co., for am facilities in Burlington and Mount Holly, N. J. Action May 5.

■ Upon request by Mt. Holly-Burlington Bcstg. Co. rescheduled prehearing conference now scheduled for May 5 at 10:00 a.m., for 2:00 p.m., that date in proceeding on its application for am facilities in Mt. Holly, N. J. Action May 4.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by SanVal Bcstrs. and extended to May 8 time to file replies to proposed findings in proceeding on its application for am facilities in Oroville, Calif., et al. Action May 2.

PETITIONS FOR RULEMAKING FILED

Broadcasting & Film Commission of National Council of Churches of Christ in United States of America—Requests revision of rules to provide for the adoption of the uniform program log submitted by petitioner.. Ann. May 5.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SECT. 1.354(c) OF COMMISSION'S RULES—LIST NO. 21

■ Notice is hereby given, pursuant to Sect. 1.354(c) of Commission Rules, that on June 12, 1961, standard broadcast applications listed in attached appendix will be considered as ready and available for processing, and that pursuant to Section 1.106(b)(1) and Section 1.361(b) of Commission Rules, an application, in order to be considered with any application appearing on attached list, or with any application now on file, or filed before June 9, 1961, which may be mutually exclusive with an application on such list, must be substantially complete and tendered for filing at offices of the Commission in Washington, D. C. by whichever date is earlier: (a) the close of business on June 9, 1961, or (b) if action is taken by Commission on any listed application prior to June 9, 1961 by virtue of its being mutually exclusive with application appearing on earlier list, no later than close of business on day preceding date on which such action is taken, or (c) day on which conflicting application was "cut off" because it was timely filed for consideration with application on a previous list.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sect. 309(d)(1) of Communications Act of 1934, as amended, is directed to Section 1.359(f) of Commission Rules for provisions governing time of filing and other requirements relating to such pleadings.

APPENDIX

BP-11690 KFNV Ferriday, La.—Miss Lou Broadcasting Co. Has: 1600 kc, 1 kw, D; Req.: 1390 kc, 1 kw, D.

BP-11761 NEW Shreveport, La.—Nebroco Entertainments Inc. Req.: 1390 kc, 500 w, D.

BP-12744 KQBY San Francisco, Calif.—Gordon Broadcasting of San Francisco Inc. Has: 1550 kc, 10 kw, DA-2, unl.; Req.: 1550 kc, 10 kw, 50 kw-LS, DA-2, unl.

BP-13596 NEW Myrtle Creek, Ore.—Earl McKinley Trabue Req.: 1010 kc, 1 kw, D.

BP-13837 NEW Slaton, Tex.—Holmes-Roberts Broadcasting Co. Req.: 1530 kc, 1 kw, D.

BP-13838 WICE Providence, R. I.—Providence Radio Inc. Has cp: 1290 kc, 1 kw, 5 kw-LS, DA-2, unl.; Req.: Change DA pattern.

BP-13839 WAIR Winston-Salem, N. C.—Forsyth Broadcasting Co. Has: 1340 kc, 250 w, unl.; Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13842 NEW Wyoming, Mich.—Wolverine Broadcasting Co. Req.: 1530 kc, 500 w, DA, D.

BP-13843 KNCY Nebraska City, Neb.—Otoe Broadcasting Co. Has: 1600 kc, 500 w, DA, D.; Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13844 NEW Kutztown, Pa.—Saul M. Miller Req.: 1510 kc, 250 w, D.

BP-13848 NEW Reading, Pa. — Hudson Broadcasting Corporation Req.: 1510 kc, 1 kw, D.

BP-13851 WLBR Lebanon, Pa.—Lebanon Broadcasting Co. Has: 1270 kc, 1 kw, DA-N, unl.; Req.: 1270 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13859 NEW Indian Rocks Beach, Fla.—Johnson Broadcasting Corporation. Req.: 1520 kc, 1 kw, DA, unl.

BP-13861 NEW Minden, La.—Champion Broadcasters Inc. Req.: 1380 kc, 500 w, D.

BP-13867 NEW Cottonwood, Ariz.—Verde Valley Broadcasters. Req.: 1240 kc, 250 w, unl.

BP-13869 NEW Dardanelle, Ark.—Yell County Broadcasting Co. Req.: 1420 kc, 500 w, D.

BP-13870 WHIR Danville, Ky.—WHIR Inc. Has: 1230 kc, 250 w, unl.; Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13872 NEW Northfield, Minn.—Northfield Broadcasting Co. Req.: 1460 kc, 500 w, D.

BP-13873 NEW Lapeer, Mich.—Chief Pontiac Broadcasting Co. Req.: 1530 kc, 1 kw, DA, D.

BP-13874 WPRE Prairie du Chien, Wis.—Prairie Broadcasting Co. Has: 980 kc, 500 w, D.; Req.: 980 kc, 1 kw, D.

BP-13876 NEW Scott City, Kans.—Broadcasters of Scott City. Req.: 1310 kc, 500 w, D.

BP-13877 NEW Iowa City, Iowa—Iowa City Broadcasters Inc. Req.: 1510 kc, 250 w, D.

BP-13878 KWBE Beatrice, Neb.—Mia Enterprises Inc. Has: 1450 kc, 250 w, unl.; Req.: 1590 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13884 KFIV Modesto, Calif.—Modesto Broadcasting Co. Has: 1360 kc, 1 kw, DA-N, unl.; Req.: 1360 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-13886 NEW Pine Bluff, Ark.—James J. B. Scanlon. Req.: 1530 kc, 250 w, D.

BP-13890 WGSA Ephrata, Pa.—Garden Spot Broadcasters Inc. Has: 1310 kc, 1 kw, DA, D. Req.: 1310 kc, 5 kw, DA, D.

BP-13891 WTCN Minneapolis, Minn.—Twin State Broadcasting Inc. Has: 1280 kc, 1 kw, 5 kw-LS, unl.; Req.: 1280 kc, 5 kw, DA-N, unl.

BP-13895 NEW Stanford, Ky.—Lincoln-Garrard Broadcasting Co. Req.: 1520 kc, 500 w, D.

BP-13896 NEW Urichsville, Ohio—Tuscarawas Broadcasting Co. Req.: 1540 kc, 250 w, D.

BP-13897 NEW Eugene, Ore.—Emerald Broadcasting Corp. Req.: 1500 kc, 10 kw, D.

BP-13898 WYCL York, S. C.—York-Clover Broadcasting Inc. Has: 1580 kc, 250 w, D.; Req.: 1540 kc, 1 kw, D.

BP-13899 NEW Gouverneur, N. Y.—Genkar Inc. Req.: 1230 kc, 250 w, unl.

BP-13902 WKAI Macomb, Ill.—WKAI Broadcasting Co. Has: 1510 kc, 250 w, D.; Req.: 1510 kc, 1 kw (500 w, C.H.), D.

BP-13903 KBRL McCook, Neb.—The McCook Broadcasting Co. Has: 1300 kc, 1 kw, D; Req.: 1300 kc, 5 kw, DA, D.

BP-13904 NEW Lynchburg, Va.—Southeastern Broadcasting Corp. Req.: 1320 kc, 1 kw, D.

BP-13905 NEW Poughkeepsie, N. Y. — Poughkeepsie Radio Inc. Req.: 1530 kc, 5 kw, D.

BP-13906 NEW Chestertown, Md.—Russell H. Morgan Req.: 1530 kc, 250 w, D.

BP-13909 NEW Rome, Ga.—Radio Rome Req.: 1360 kc, 500 w, D.

BP-13911 NEW Salinas, Calif.—John E. Grant Req.: 980 kc, 1 kw, D.

BP-13912 NEW Provo, Utah—Champion Electronics Req.: 1540 kc, 1 kw, D.

BP-13913 KNDE Aztec, N. M.—I. E. Shahan Has: 1340 kc, 250 w, unl.; Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13914 WINX Rockville, Md.—Montgomery County Broadcasting Inc. Has: 1600 kc, 500 w, 1 kw-LS, DA-N, unl.; Req.: 1600 kc, 1 kw, 5 kw-LS, DA-N, unl.

BP-13915 WHOM New York, N. Y.—Progress Broadcasting Corp. Has: 1480 kc, 5 kw, DA-2, unl.; Req.: Change DA system.

BP-13916 WMNI Columbus, Ohio—North American Broadcasting Co. Has: 920 kc, 500 w, DA-1, unl.; Req.: 920 kc, 500 w, 1 kw-LS, DA-2, unl.

BP-13917 NEW Great Falls, Mont.—Bible Broadcasting Assn. Req.: 730 kc, 1 kw, DA, D.

Applications on which 309(b) letters have been issued:

BP-12121 WGMA Hollywood, Fla.—Melody Music Inc. Has: 1320 kc, 1 kw, D.; Req.: 1320 kc, 5 kw, DA-2, unl.

BP-13853 NEW Beaufort, S. C.—Ben P. Davies Jr. Req.: 1520 kc, 1 kw, D.

BP-13856 NEW Charleston, S. C.—Ben P. Davies Jr. Req.: 1490 kc, 250 w, unl.

BP-13892 NEW Aiken, S. C.—Robert S. Taylor Req.: 1300 kc, 500 w, D.

BP-13908 KEAN Brownwood, Tex.—Kean Radio Corp. Has: 1240 kc, 100 w, unl.; Req.: 1240 kc, 250 w, 1 kw-LS, unl.

Application Deleted from Public Notice of April 21, 1960:

BP-13083 NEW Coachella, Calif.—Coachella Radio Corp. Req.: 1460 kc, 500 w, D. (In pending file re inconsistency with Mexican Agreement)

Application Deleted from Public Notice of August 2, 1960:

BP-13291 NEW Bolivar, Tenn.—Savannah Broadcasting Service Inc. Req.: 1050 kc, 250 w, D. (Assigned new file number: BP-14644).

Application Deleted from Public Notice of August 3, 1960:

BP-13415 NEW Phoenix, Ariz.—Maryvale Broadcasting Co. Req.: 1520 kc, 1 kw, DA, D. (Assigned new file number: BP-14574).

Application Deleted from Public Notice of December 9, 1960:

BMP-8899 WMNT Manati, Puerto Rico—Arecibo Broadcasting Inc. Has: 1500 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl. (Assigned new file number: BP-14669).

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 11

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	45	130	809
FM	797	70	199	124
TV	486[1]	56	86	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 11

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

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OUR RESPECTS to John Frank Pival, president, WXYZ-AM-FM-TV Detroit

He knows the 'guts' of a good show

The antenna tower—that gives it away. Without it you could easily imagine you were driving into some swank suburban country club. Or some fashionable estate of a blue blood who could afford it.

But getting back to reality, you're making a business call on John Pival at his office. It's a $4.5 million office that since 1959 has housed the tv and radio facilities of WXYZ Inc., a wholly-owned subsidiary of ABC. Some 111 acres of lush green and rolling Michigan countryside surround the site, which is at Southfield, Mich., just northwest of Detroit. To one side, by big trees, is a charming guest house, once the farm home there.

Stepping inside the gracious reception hall, you're lulled into a suspicion that the antenna tower maybe wasn't there. But moving through the door into the hallway you are suddenly aware of much activity, a crisp hustle and bustle of business that is being performed without lost motion or time. Look at the floor. Polished so brightly you want to ice skate. Look around you. People, paper, phones, all mixed in motion, but all trim as a navy vessel under way.

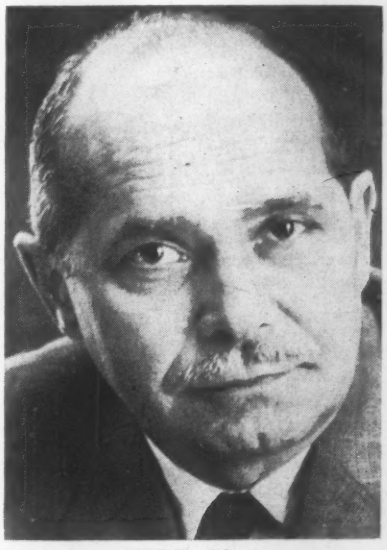
Tight Ship ▪ In the words of some of his associates, you sort of meet John Pival before you ever see him. Like a good captain, he runs a "tight ship" and you can discern it in the way things are being done and the attitude of those doing them. The morale is high and the "crew" expresses respect for a man who at times is said to be a hard taskmaster, but is always fair and equitable, as well as gracious.

When you meet the president of WXYZ Inc., who is also general manager of WXYZ-TV, you will learn quickly too that he is outspoken. "The day of reckoning is coming over the cost spiral in television production," Mr. Pival will tell you. There is just too much waste in a lot of network and syndicated production, he avows, and one of these days the advertiser is going to ask the critical question: "Can't it be done cheaper?" At WXYZ-TV Mr. Pival puts into practice his theories on how to enhance quality while reducing costs. Example: he flies Don Ameche in periodically for a day's video taping session. Mr. Ameche gets a fat fee but WXYZ-TV gets the audience-winning personality every night as host of its feature film strip, *Hollywood Theatre*.

Ask Mr. Pival about color and he will be equally frank. "I'm not anti-color. It's all right for certain vehicles But there are three elements television needs more than color. Intimacy. Immediacy. Spontaneity. These are the guts of any good entertainment."

It's in His Blood ▪ Mr. Pival should know something about entertainment. He's been working in some facet of the show world since boyhood and there probably isn't a medium of entertainment or communication in which he has not been active at some point through the years. It explains why Mr. Pival didn't hesitate to send the station's top newsman, Lee McNew, to Africa during the height of the Congo crisis to film an intimate look at the natives of Leopoldville. From 5,000 feet of film, a half-hour documentary, *Inside the Congo*, was edited, aired locally and then syndicated. There are other significant examples. Like *The Exciting Years*, the public affairs series presented every third week in prime time. It weds drama to historical fact to portray how we got such modern day miracles as airplanes and phonographs.

John Frank Pival was born Dec. 6, 1913, in Akron, Ohio. Detroit, however, was soon to become his home and heart. He attended Eastern High School in Detroit. There he got the jumps out of his system running hurdles in track. He was sports editor of the school paper and also was a sports stringer for the *Detroit Times*. As many boys do, he worked at the local movies and he did so well that Al Galston made him assistant manager of the Gratiot Theatre there at the age of 15. He fortified his career prospects by also enrolling at Detroits' Roth & Berdun Theatrical School. His chief hobby, photography, enhanced his technical skills.



WXYZ's Pival
Entertainment in his blood

His talent for building and exploiting successful entertainment packages soon became apparent to Detroit theatre owners and as the years added up so did Mr. Pival's experience and income as he moved to higher management posts in the city's show world. In 1934 he became general manager of the Schreiber chain of five theatres and two stage houses.

Radio Pioneer ▪ Mr. Pival left no stone unturned in exploitation of his entertainment ventures. It was natural he would discover radio as an ideal medium for cross-promotion of talent and movies. He soon became host of various programs on local stations and his many-faceted roles enabled him to help launch the theatrical careers of stars like Danny Thomas and Joan Leslie. During World War II he served as lieutenant senior grade in the Coast Guard with a principal role of handling booking, press and radio relations for "Tars and Spars."

After the war his priority status enabled him to buy two wire recorders and so equipped he ventured forth as a one-man roving news and documentary unit. WXYZ liked his package and its producer and when ABC bought the station in 1946 he continued there, soon writing and co-producing the network's "first" tv documentary, *New Automobiles*, a film program that explained to the public why they weren't getting their new cars as soon as they wanted them.

Because of his diverse background, Mr. Pival was the logical choice of the then WXYZ chief, James G. Riddell, to be coordinator of the planning for WXYZ-TV and to become manager of tv programming when it went on the air in the fall of 1948. Mr. Pival was elevated to manager of WXYZ-TV in 1951 and vice president in 1954. He became president of WXYZ Inc. last year.

Looking Ahead ▪ Mr. Pival's reputation for developing strong local personalities and original live programming, joined with video tape, WXYZ-TV's big studios and technical facilities complex, plus the station's own golf green and natural settings, signal a growing future in syndication and commercial production too.

Mr. Pival married Virginia Okray at Angola, Ind., on May 31, 1938. They live at Birmingham, Mich., and share interests in golf and gardening.

EDITORIALS

The wrong path to greatness

THE true condition of broadcasting lies somewhere between the extremes described last week during the annual convention of the NAB.

Broadcasting is not nearly as bad as FCC Chairman Newton Minow pictured it.

It is better than NAB President LeRoy Collins thinks it is.

It is not nearly as good as it is believed to be by the broadcasters who winced at Mr. Collins and cried in rage at Mr. Minow.

If any of the major speakers could be said to have identified, with accuracy, the nature of broadcasting today, it was President John F. Kennedy. Broadcasting, said the President, who must be acknowledged as an expert on the subject, is the "most powerful and effective communications force yet designed," but it has an opportunity to be even more powerful and effective.

That, it seems to us, sums up broadcasting at this point of its evolution. It is good, even great in some respects. But it needs to be moved toward higher planes of greatness. The question is whether the movement will come from within broadcasting, from a restless, internal search for excellence, or from outside it, from those who would impose their personal tastes in the belief, however well-intended, that they have a mission to elevate broadcasting by force and so to elevate the whole public.

If the movement is to be generated from outside broadcasting, it can be done only at the frightful cost of lost liberty. This to us is the real reason for alarm in Newton Minow's speech. He demanded improvement in programs and in the next breath threatened revocation of licenses as the penalty for failure to abide by that demand. In his view that procedure is legal. In our view it is not. At some point soon an attack must be mounted against Mr. Minow's interpretation of the First Amendment and of the anti-censorship provision of the Communications Act. We think the attack can be successful if it is conducted by authorities who understand constitutional law.

The weakness of the theory that the FCC can evaluate programming without offending the First Amendment was clearly revealed in Mr. Minow's speech last week. He said, for example, that in the new license application forms which the FCC is preparing he hoped there would be a place for tv network affiliates to report their clearances of network information programs. To quote him exactly:

"I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But if it is simply to carry some old movie, that is an entirely different matter. The commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming."

It is obvious that Mr. Minow intends the commission to make a judgment whether a local origination that is substituted for a network show is good or bad. The minute the FCC makes a judgment of that kind—even if responsible people would agree with the judgment—it has put the government in the business of program evaluation. And if the power to evaluate programming is accompanied by the power to revoke licenses, the business is censorship, no matter how many times Mr. Minow says it is not.

There is an element of sophistry, it seems to us, in Mr. Minow's professions of abhorrence of censorship. "I am unalterably opposed to governmental censorship," he told the NAB. "There will be no suppression of programming which does not meet with bureaucratic tastes."

That promise would be more persuasive if it were not contained in a speech otherwise devoted wholly to a description of the means by which Mr. Minow hopes to force a change in television programming. If he ever does persuade a majority of commissioners to cancel the license of a station whose programming has been judged inferior, the act would constitute a total suppression of all the programming of that station. And the act would have been taken precisely because the programming did not meet with bureaucratic tastes.

The first opportunity for a challenge of Mr. Minow's position is already at hand. The FCC has requested comments on its proposed changes in license application forms. It will be interesting to see how vigorous a comment will be filed by the NAB under its new leadership. We would hope to see an NAB document at least as positive in its defense of freedom as the comments filed several weeks ago by the Washington law firm of Pierson, Ball & Dowd, on behalf of 19 of its client stations (BROADCASTING, May 1).

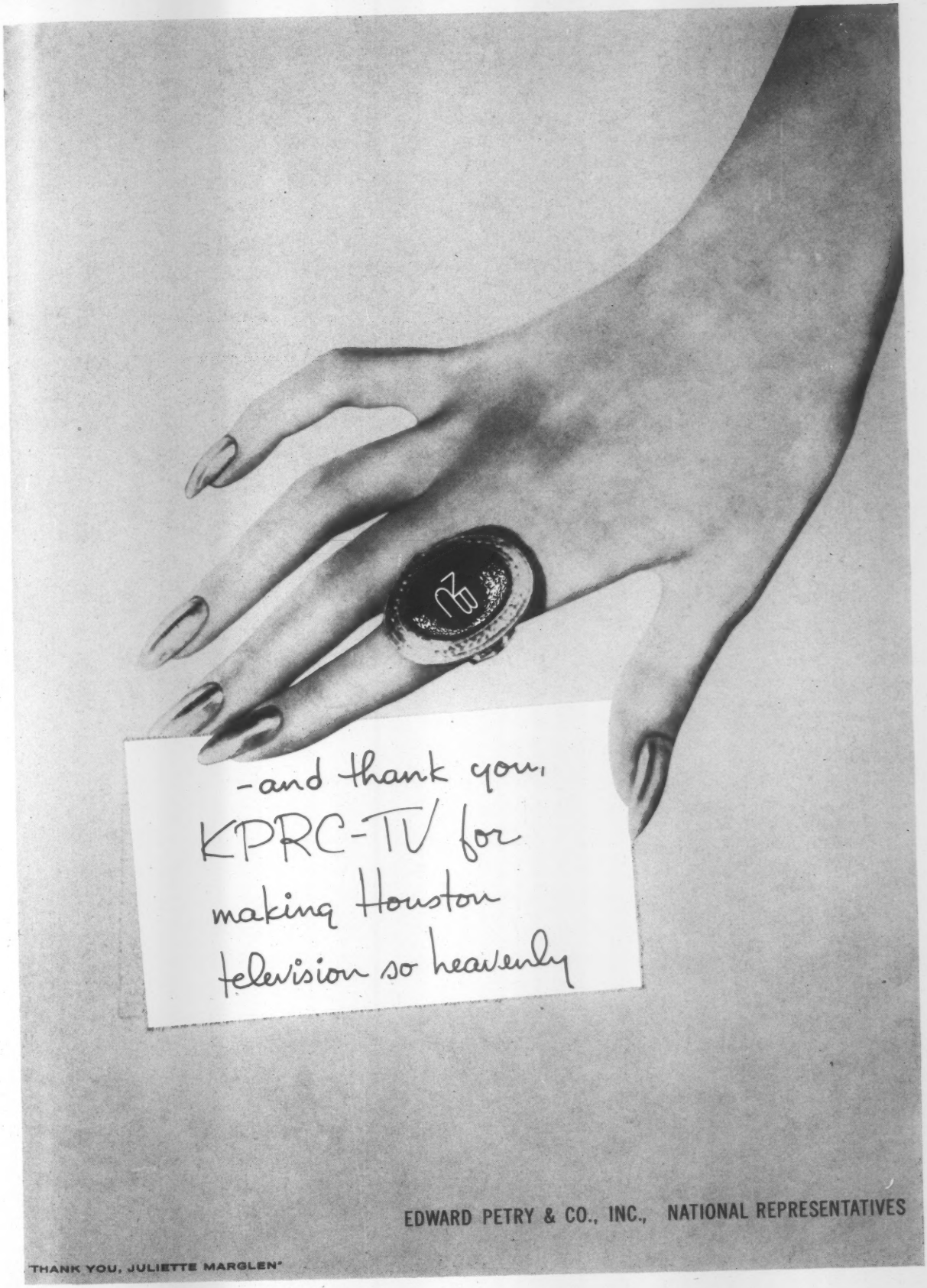
The law firm said the FCC's proposed forms of program reporting would lead to "censorship in its simplest form." It is an attempt by government to influence the content of communications, said Pierson, Ball & Dowd. "Whether the hand it lays upon broadcast programming is heavy or light, the clear purpose of the commission is to use its licensing power to prevent some broadcast communications and to elicit others."

Mr. Minow's speech last week made the commission's purpose even clearer. There can be no doubt now that he has embarked on a calculated plan of program controls, and it may be assumed that he believes he has the necessary votes to execute it. If broadcasters allow him to proceed on that course, they will deserve all the regulation they get.

It seems to us that the real message of the NAB convention last week was this: Broadcasting must invigorate its efforts to keep what freedom it has and indeed to reclaim the freedom it has lost. It must also invigorate its efforts to improve and diversify its programming. There was some truth in Mr. Minow's criticism and in what LeRoy Collins said. But the greatness that broadcasting must seek cannot be gained by Mr. Minow's methods. It will come only from broadcasters themselves, if it comes at all.

Drawn for BROADCASTING by Sid Hix

"It's not that I'm crazy about baseball. I just want to learn how to shave!"



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